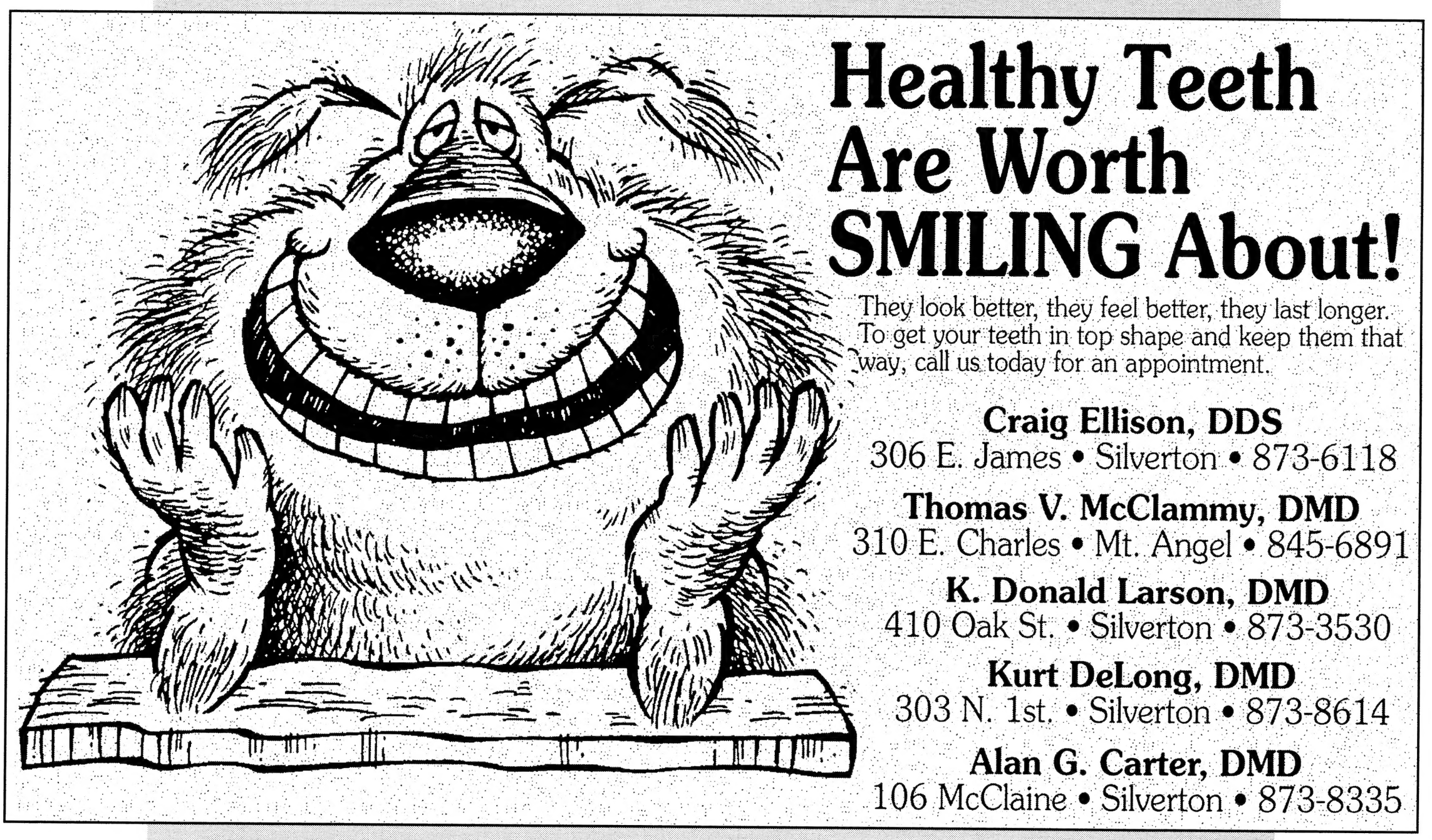
March 1995
0 0 1 0 2 0
1 0 0 0 1
TearSheet

Case Histories

Ronda Lehman

Graphic Designer
East Valley Newspapers
400 N. Third
Stayton, OR 97383

Smiling dog art from Feb. 94 *PMS*, p. 12, adds a humorous touch to the not-so-humorous subject of dental health. Original lettering removed from art and speckle pattern added to art and background. 10" x 5¾" ad was created for a special newspaper section.



Case Histories

Chris D'Angelo

Layout Artist
Reading Eagle Company
345 Penn St.
Reading, PA 19601

Tools from Sept. 93 *PMS*, p. 8, (EPMS: 029F0993.EPS) build interest for newspaper special section on 6" x 9" call to advertisers. Designer opened the art in a draw program, eliminated some elements, and added burst, type, and color. Printed in dark blue and gold on white card stock

◀ Front of Mailer

Back Half of Mailer ▶

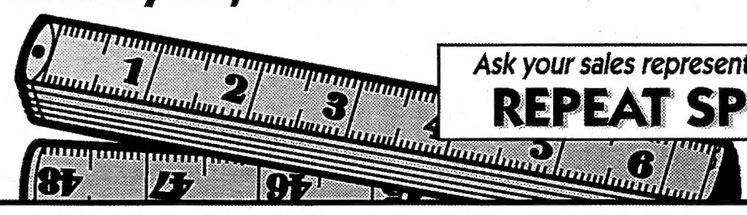
Spring HOME IMPROVEMENT GUIDE

READING EAGLE

Published Sunday, March 6, 1994

Advertising Deadline Thursday, February 17, 1994

Let over 184,000 readers know how you can help them get their home fixed up and looking its best for spring. Advertise your merchandise, services and expertise.



Ask your sales representative about our
REPEAT SPECIAL!

For More Information contact:

_____ at _____

or call Anne Chubb, Retail Advertising Manager at (610) 371-5141.

READING EAGLE COMPANY, P.O. BOX 582, READING, PA 19603

Case Histories

Janice L. Conley

Graphic Designer
Graphic Menus Inc.
State Road 3 North
Eaton, IN 47338

Silhouette-style leprechauns and shamrocks from Mar. 91 *PMS*, p. 10, liven up 14" x 17" pub menu. Leprechaun carrying tray of beer lifted out of original art, portions reversed, and color and type added on menu cover. Printed in teal and black on white card stock.

Menu Cover ▲

Outside Spread ▲

Inside Spread ▲

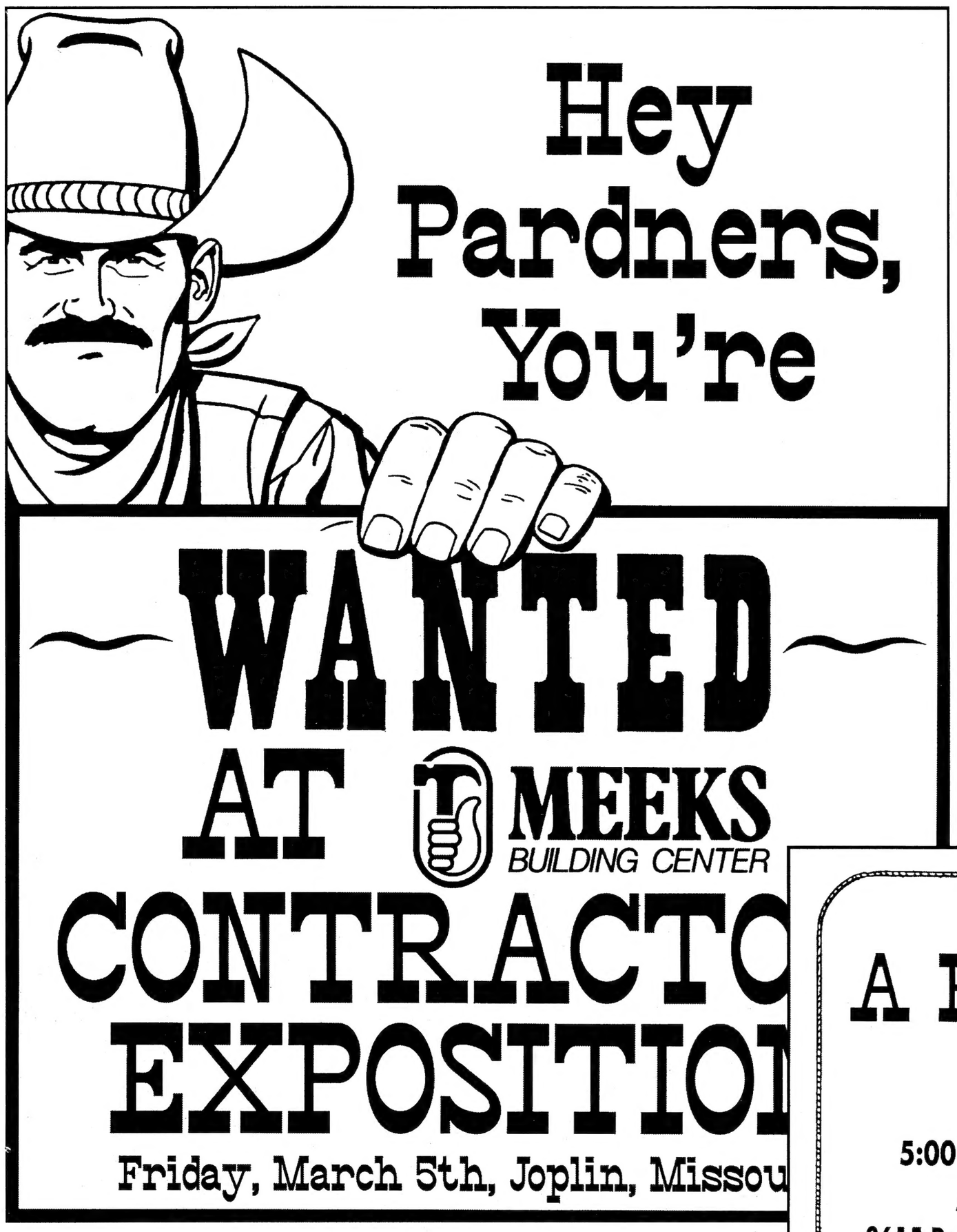
Case Histories

Debbie Custer-Pearson

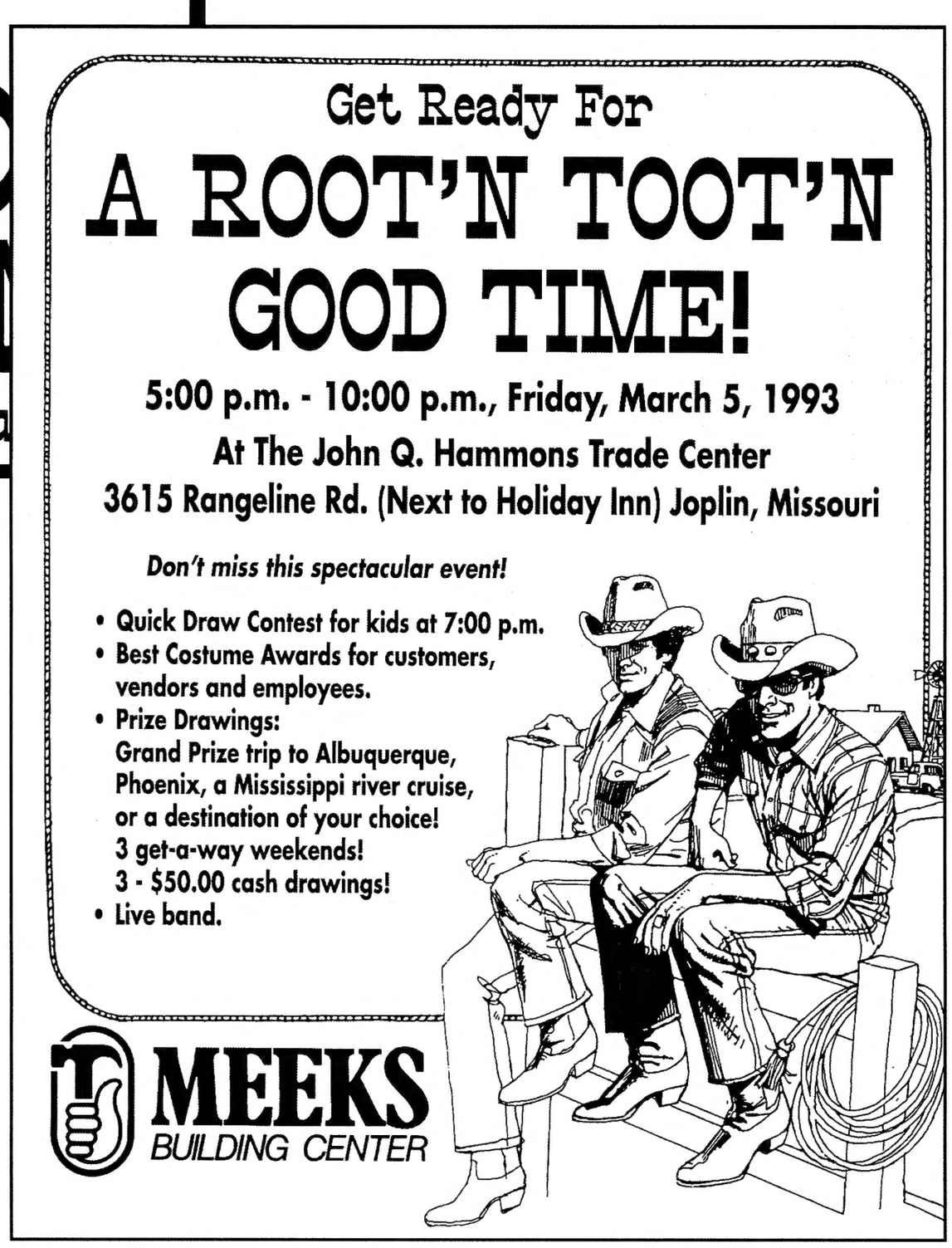
Graphic Artist
Meeks Building Center
330 N. Jefferson Ave.
Springfield, MO 65806

PMS cowboys on 8½" x 11" flyer announce upcoming contractor exposition. Cowboy holding "Wanted" poster from May 89, p. 4, enlarged and cropped. Cowboys sitting on fence from May 88, p. 8. Flyer printed in red on cream colored stock.

◀ Front of Flyer



Back of Flyer ▶

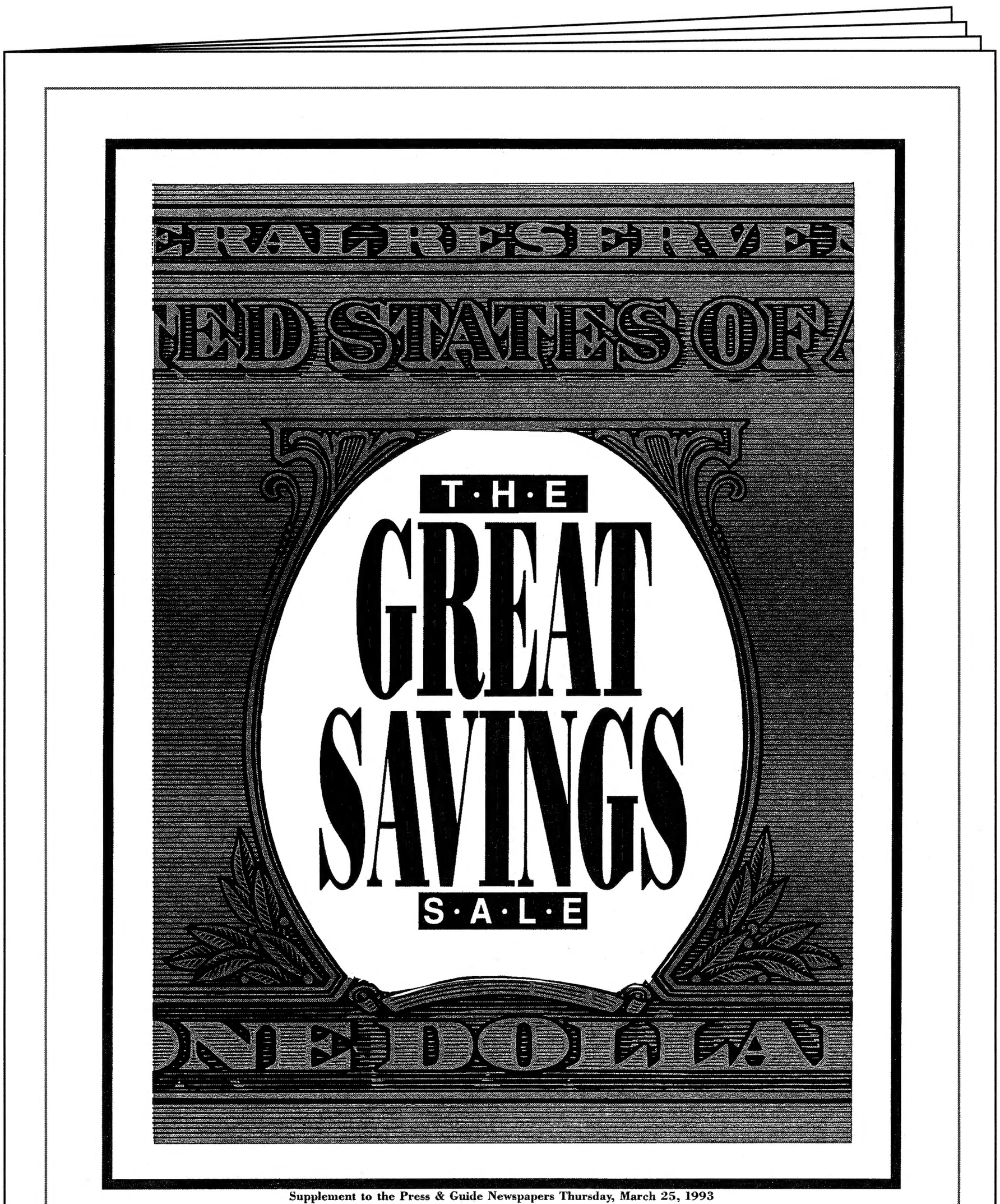


Case Histories

James Dobson

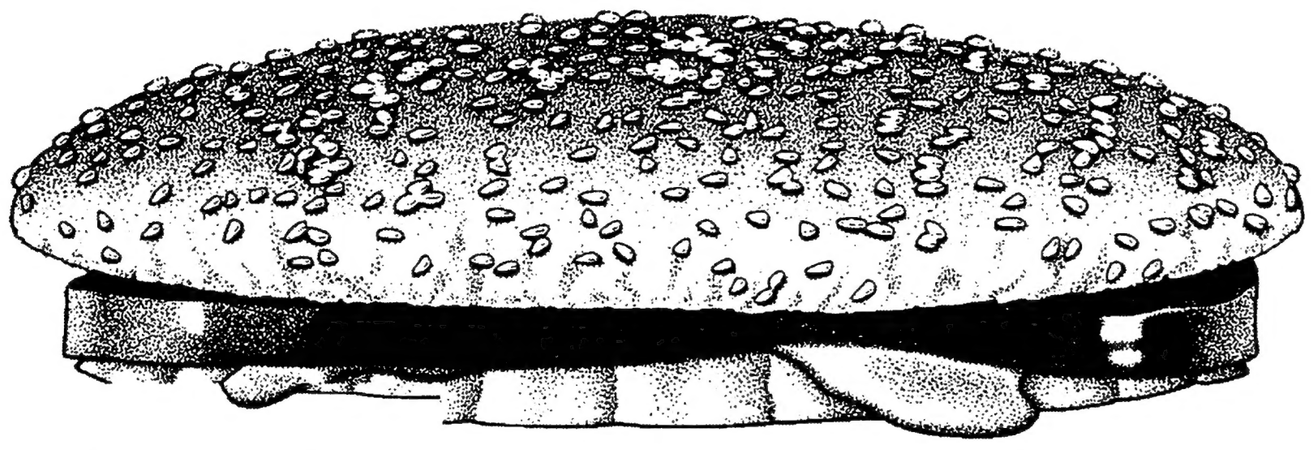
Layout Artist
Dearborn Press & Guide
15340 Michigan Ave.
Dearborn, MI 48126

Type added to enlarged money mortice from Oct. 92 *PMS*, p. 4, to create attention-getting 11⅛" x 13⅝" supplement cover. Printed in black and bright green on newsprint.



Supplement to the Press & Guide Newspapers Thursday, March 25, 1993

Case Histories



Ask for . . .

THE WORKS

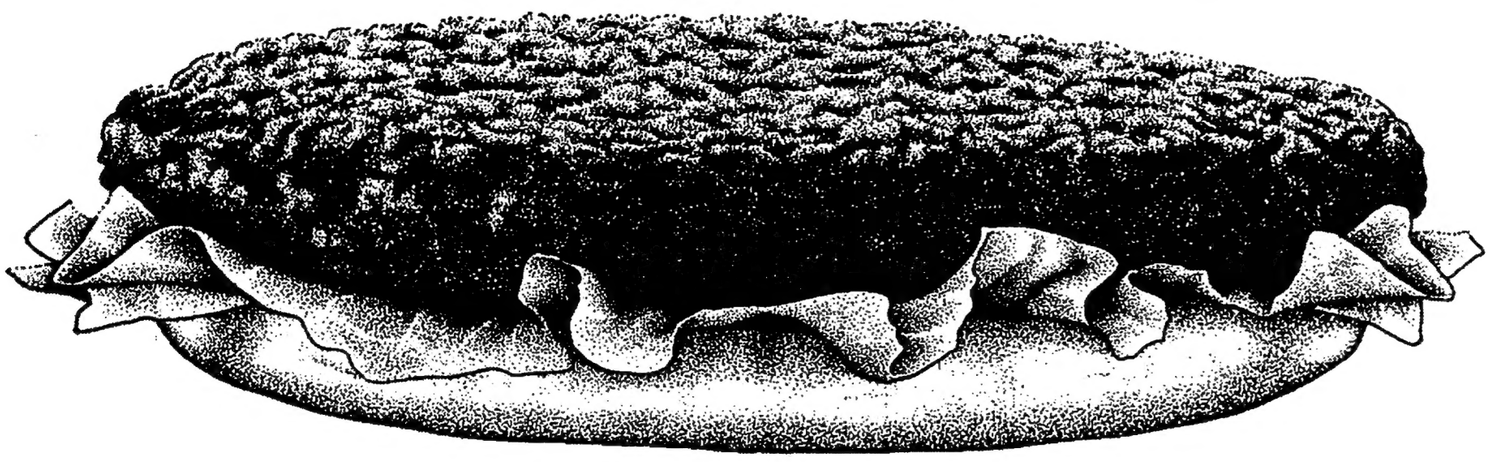
The works includes . . .

• Sales (hardware & software)
• Service (on or off site)
• Training (single or group)
• Books • Networks • Accessories
• Upgrading • Consulting

CRANBROOK Computer WORKS

32-11th Ave. S.

489-4228



Deb Saffin

Production Manager
Rocky Mountain Weekender
19B, 9th Ave. South
Cranbrook, BC VIC 2L9

Ad using *Print Media Service* burger advises customers to "ask for the works." Original headline removed from Apr. 94 ad frame, p. 20, and replaced with computer store's copy and logo to create 2 col. x 7" ad. Saffin said the "series is being designed around this theme as we define 'the works'."

For *PMS* Cover Story & Trade Show information, please see the inside front cover of *Print Media Service.*

Desktop Design

Add depth and realism when you add tone to an image in all your favorite programs

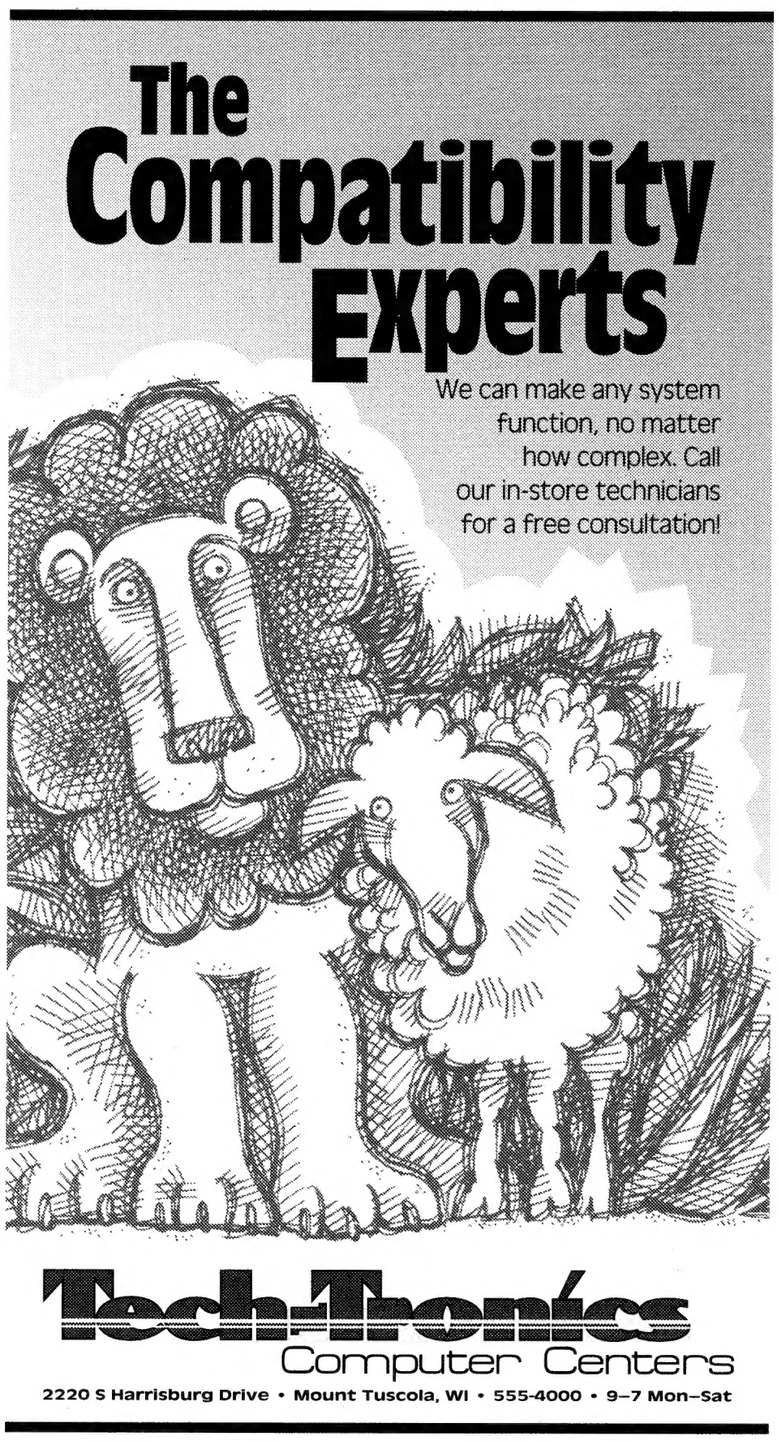
Adding tone — colors or shades of gray — is an easy way to give an image a new look. It can also help you guide the viewer's eye. We've detailed several techniques on these two pages, but here are the basic changes you can make in various programs:

In an image editing program: You can adjust the brightness and contrast of all or part of an image (see opposite for details). You can also select, say, all the black pixels and change their color.

In a draw program: You can open an EPS image, then select and fill contours. FreeHand also allows you to apply a tint to the black areas of a TIFF image (left).

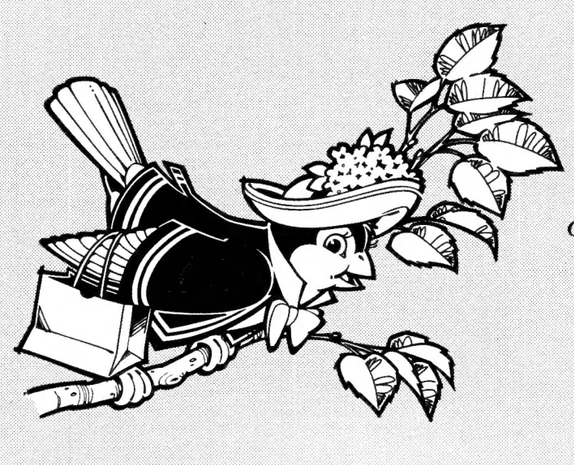
In a page layout program: You can modify a TIFF image. In QuarkXPress, choose Style, Other Contrast. In PageMaker, choose Element, Image Control.

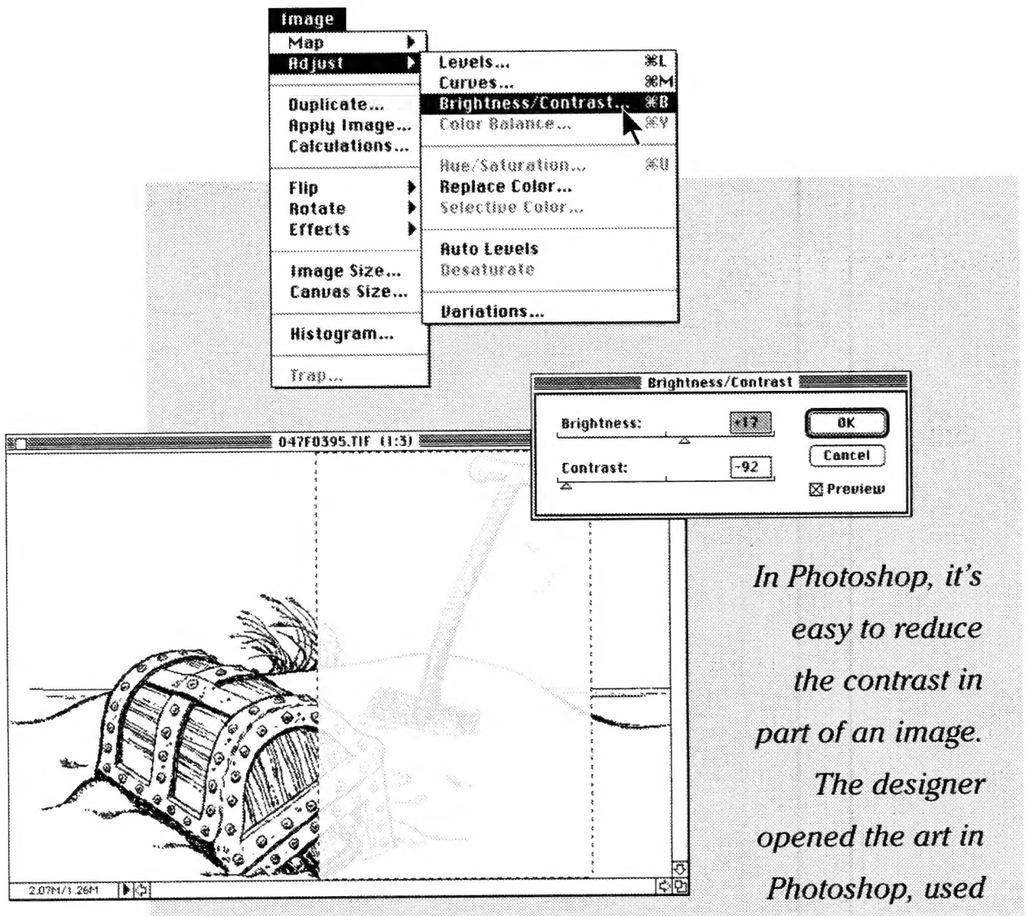
Lion and lamb: 060F0395.TIF; bird: 057F0395.EPS; treasure: 047F0395.TIF; sign: 039F0395.EPS; rod and reel: 031F0395.EPS.



In FreeHand, the designer chose a tint from the Tints palette, then dragged and dropped a swatch onto the art (left).

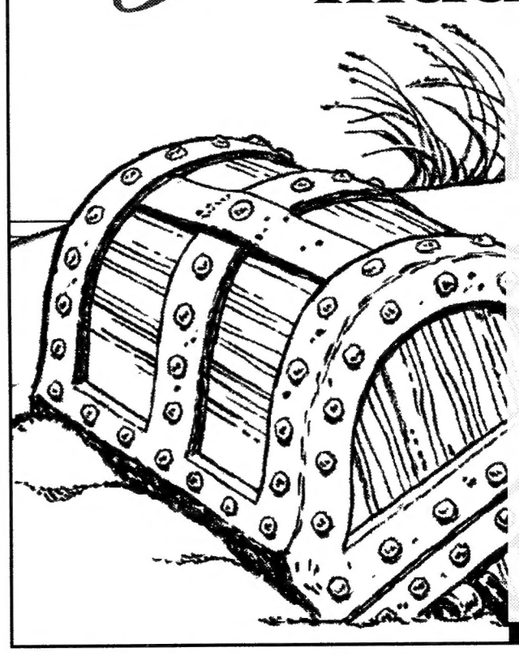
The on-disc art (below left) was opened in Illustrator for the ad at right. The designer selected contours and filled them with shades of gray for realism. A background gradient fill adds depth; the white oval at the top draws attention to the headline.





In Photoshop, it's easy to reduce the contrast in part of an image. The designer opened the art in Photoshop, used the rectangle marquee to select an area, and chose Image, Adjust, Brightness/Contrast (top). In the Brightness/Contrast dialog box (above), she increased the brightness and reduced the contrast in that area.

You may be missing hidden savings...



Our team of tax experts can help you uncover treasures buried in those piles of paper and financial statements. Personal taxes, or small business, no matter what form you're filing, we're here to help. We're open until 11 p.m. during tax season, and no appointment is necessary.

McCormick Tax Service
Located in Westwood Plaza • 555-9346

For a realistic gradation in the cut marks that define the shadows, the designer selected several contours at a time and applied the same gradient to all of them.

REEL IN A DEAL

Once-a-year bargains on men's winter fashions

25% OFF
Three-piece suits
Mayfair, Alec Bass, & more

25% OFF
Sport jackets
in fall and winter fabrics

40% OFF
Dress and casual shirts
Mayfair, Antlers, & more

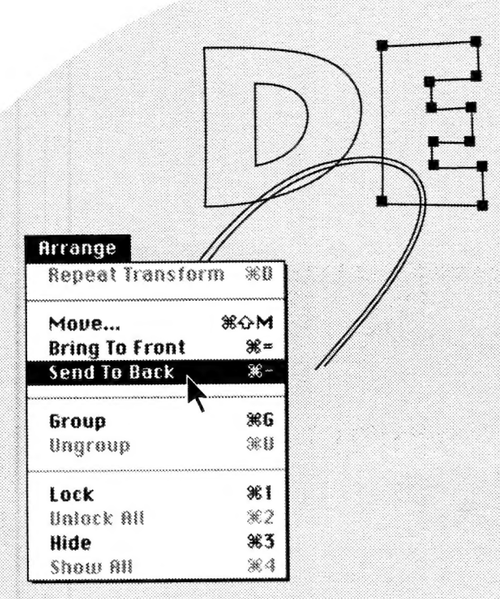
15% OFF
Men's accessories
Ties, cufflinks, handkerchiefs

40% OFF
Leather goods
Great belts and wallets

Sale ends March 22

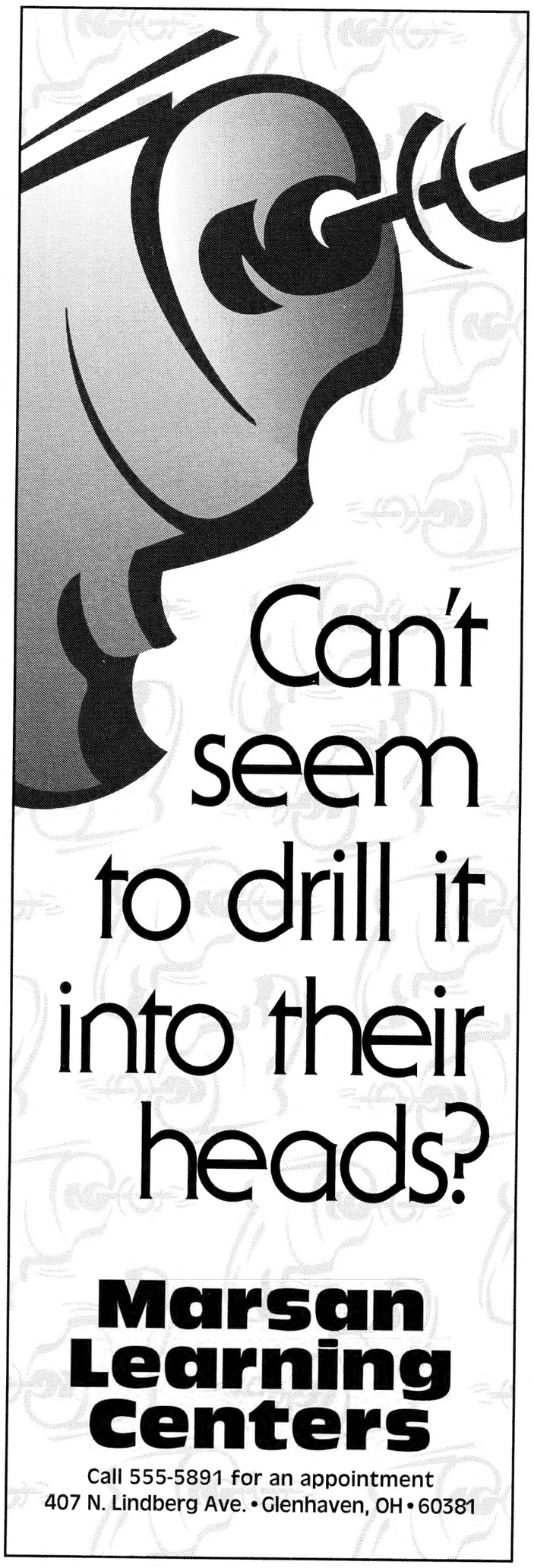
Mon-Sat 10–9
Sun 12–5
located in Maple Square,
Harperville 555-4534

Remington Bros.
Fashion Clothing for Men



At far right, after filling contours with gray, the designer wanted the fishing line to pass in front of the 'E.' In Illustrator, she selected the type and chose Type, Create Outlines. Then she sent the 'E' to the back (above).

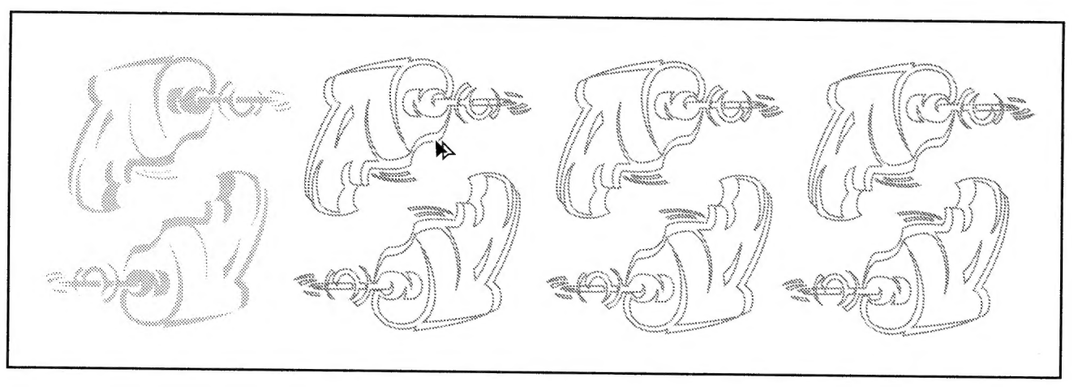
Step and Repeat: Make textures automatically



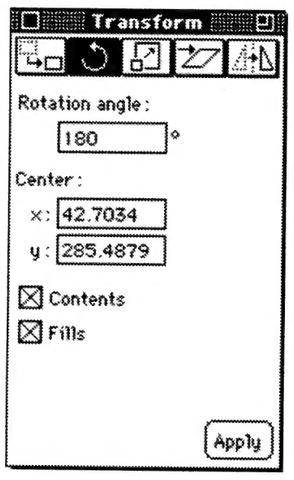
A step-and-repeat pattern adds texture to a background, as in the ad above. Be sure foreground items are bold enough to stand out.

A background texture adds depth to the ad at left, and it's easy to create — the designer copied the illustration, filled contours with light gray, rotated a copy, and made both copies into a repeating pattern in the background. Most draw and page layout programs offer handy shortcuts for this sort of step-and-repeat work; we detail three of them below.

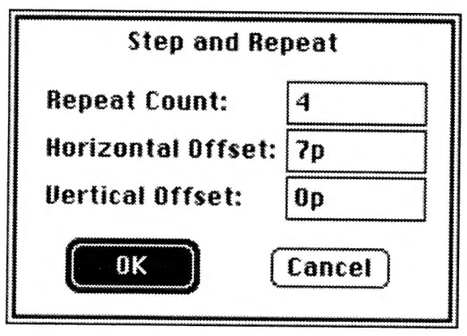
A hint for reducing file sizes: When parts of objects are cropped by the edge of the ad, delete as much as you can of the parts that don't show; the computer still has to process all those contours, even if they're not visible. Illustrator's Pathfinder filter makes this easy for you: Be sure the border is in front, select both the border and any contours that overlap it, and choose Filter, Pathfinder, Crop (in Illustrator 5.0, Filter, Pathfinder, Crop Fill). Power drill: 043F0395.EPS.



In Illustrator: *Select black contours of the drill and fill them with gray. Scale the drill, then select it and rotate it 180 degrees. Position the two drills and group them. Select grouped drills and command-shift-drag a duplicate to the right; the arrow changes to a double arrow (above) as you drag. Hit command-D to repeat the transformation.*



In Freehand: *Fill the drill with gray and scale it. Select it and hit command-= to clone it; select the clone and choose Arrange, Transform to show the Transform palette (right); set the rotation angle to 180 degrees. Group the drills. Clone the group and drag it where you want it, then hit command-D to repeat the transformation.*



In QuarkXPress: *You'll need to size and fill the drill in a draw program first, and if you want to reduce your processing time, it's best to do your rotating in a draw program, too. Then place the drill in Quark, select it, and choose Item, Step and Repeat. Enter the number and offset in the Step and Repeat dialog box (left). (Check the measurement palette to find out the size of your picture box; this will help you set the offset.)*

TYPE TALK

Wrap type the easy way

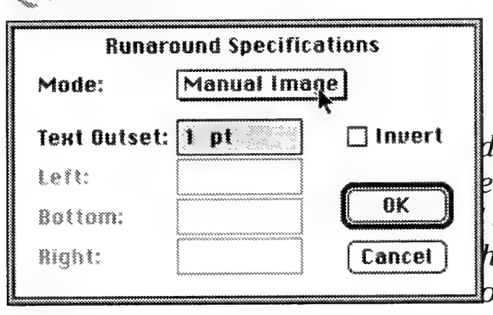
STARTING THIS MONTH, ELECTRONIC PRINT MEDIA SERVICE WILL NO LONGER OFFER REFLECTED VERSIONS OF IMAGES.

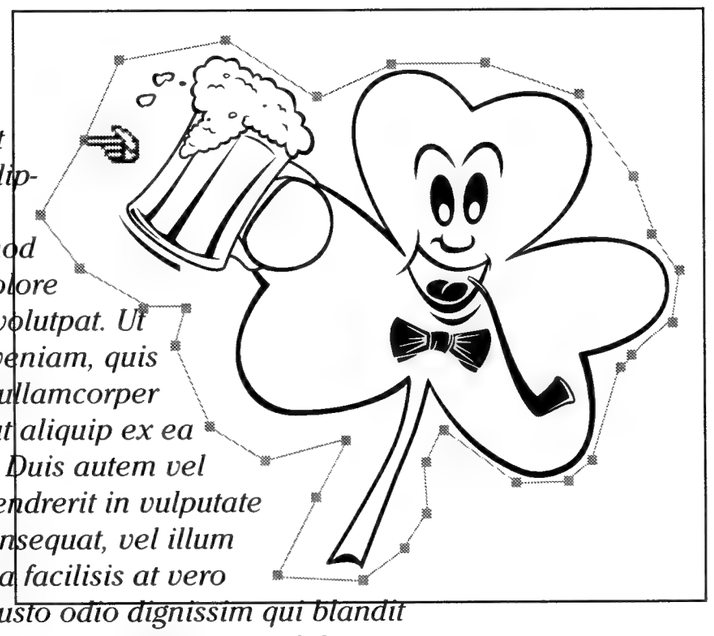
Wrapping type around a shape is such a common technique that most page layout programs make it easy for you. One basic tip to remember: In both QuarkXPress and PageMaker, the wrap is a characteristic of the object that the type is to wrap around. So don't try to make type wrap by making changes to the type object itself. Here are details:

In QuarkXPress: Create a picture box, place the graphic and select it with the hand tool. Choose Item, Runaround. Set the runaround to Auto Image and adjust offsets. If this doesn't give you the desired effect, choose Manual Image. A dotted line will show the type wrap. Command-click to create or delete a point, then drag the points anywhere you want (top box, below).

In PageMaker: Place the graphic, select it, and choose Text Wrap from the Element menu. Click the center icon in the Wrap Option area; PageMaker will put a dotted line around the object, showing where the type wrap will be (bottom box, below). To adjust it, simply click to create or remove a point, then drag points. Shamrocks: 015F0395.EPS.

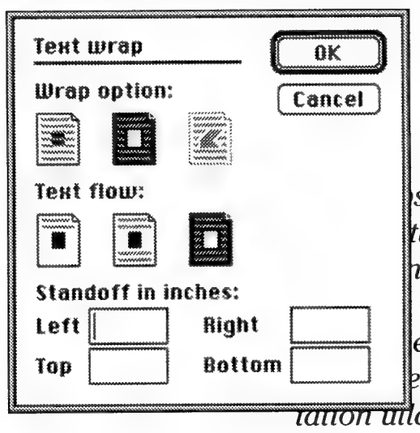
QuarkXPress:





dolor sit
etuer adip-
diam
h euismod
oreet dolore
magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te

PageMaker:



sum dolor sit amet,
tuer adipiscing elit, sed
ummy nibh euismod
ut laoreet dolore magna
erat volutpat. Ut wisi enim ad
eniam, quis nostrud exerci
tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

• 001A0195.TIF: The first 3 digits identify the number of each image on your CD.

• 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

• 001A0195.TIF: These digits identify the month and year of the issue.

• 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

"LITTLE CHEEPER" Spring Sale!

Save 20 to 40% on a Large Selection of Craft Supplies Through This Saturday

• Framing supplies • Fabric paints • Oil paints • Art brushes • Silk flowers
• Hot glue guns • Glue sticks • Embroidery floss • Needlepoint canvas

6774 South Monier **The Family Craft Center** Mon.–Sat. 10–8

Headline Apr. 87 Print Media Service

Headline Feb. 89 Print Media Service

After all the work I did today, I deserve a pizza!

Take a break and order a large Primo pizza *plus* a liter of soda for only

$8.99

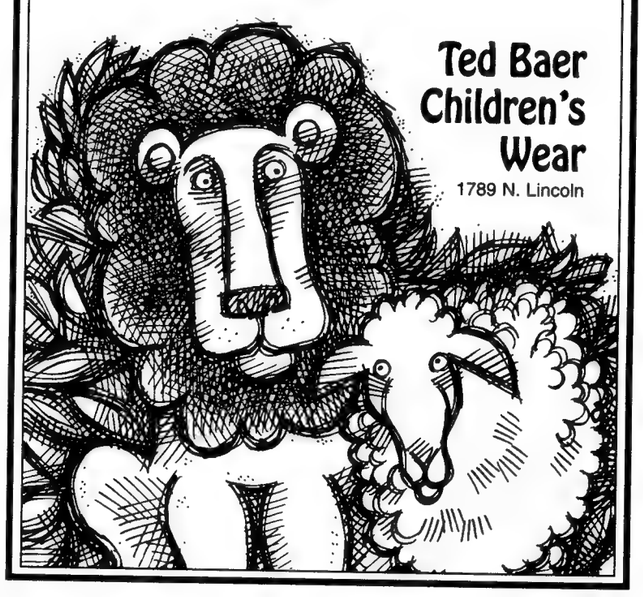
The Pizza Place
555-9090
239 Oak • Carry-Out or Delivery

Headline Mar. 87 Print Media Service

MARCH into SPRING

The New Spring Collection Is Here!

Dress your child in style and save 15 to 30% at our Spring Preview Sale, this Friday, Saturday, and Sunday. See the latest styles in children's fashions from Bigg Kidz, Poppets, and Danny D., and footwear by Blue Goose and Suede Wade.



Ted Baer Children's Wear
1789 N. Lincoln

Supplement to The Times — Sunday, March 26, 1995

Contemporary Lifestyles

• 25 Super Stress Busters • Great Vacation Getaways
• The Hottest Spas In Town • Special Coupon Section

Two-For-One Special

Through March 31st, buy one board game, get an item of equal or lesser value for free!

TOYS 'N' MORE
2983 W. Woolcott • M–S 10–9

Early Bird Breakfast Specials For $2.95!

Weekdays from 6 to 8 a.m., choose from six different, delicious breakfasts.

Family Diner
7839 Dearborn Drive

"Spring Clean" Mar. 87 Print Media Service

What A Great Idea...

SPRING CLEAN!

With A Garage Sale!

Four Lines For Two Days For Ten Dollars

Get rid of unwanted items and make money with our Garage Sale Special. It includes an ad in the classifieds, signs, and price tags!

Lincoln Daily News • 555-3333

Headline Feb. 92 Print Media Service

TWO DAYS Only

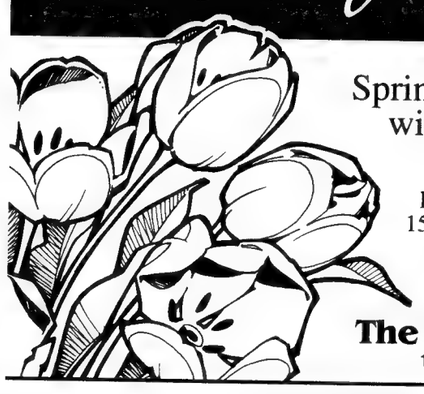
Save 20% On All Cosmetics

Prices good this Friday and Saturday only. Sale does not include fine fragrances.

Penningtons
In Evergreen Plaza

Headline Apr. 87 Print Media Service

Beautify your home with plants!



Spring into spring with our March Magic Sale

During March, save 15% on all green and flowering potted plants in stock.

The Flower Pot
195 S. Main • 555-3896

"Spring Start-Up Sale" Mar. 90 Print Media Service

Metro Mall's

SPRING START-UP SALE!

Sunday, March 5 thru Saturday, March 11

Super savings on clothing, shoes, housewares, sporting goods, music, electronics, and more for one big week only!

"Sale" Apr. 87 Print Media Service

Home Decorating

Sale

Save Up To 50% On Selected Brand-Name Home Furnishings Thru This Saturday

White Oaks Home Center
7290 Wycke Ave. • Mon.–Sat. 10–8, Sun. 11–6

© DG 1995

056F0395.TIF

© DG 1995

056REFLECTED

© DG 1995

055F0395.TIF

© DG 1995

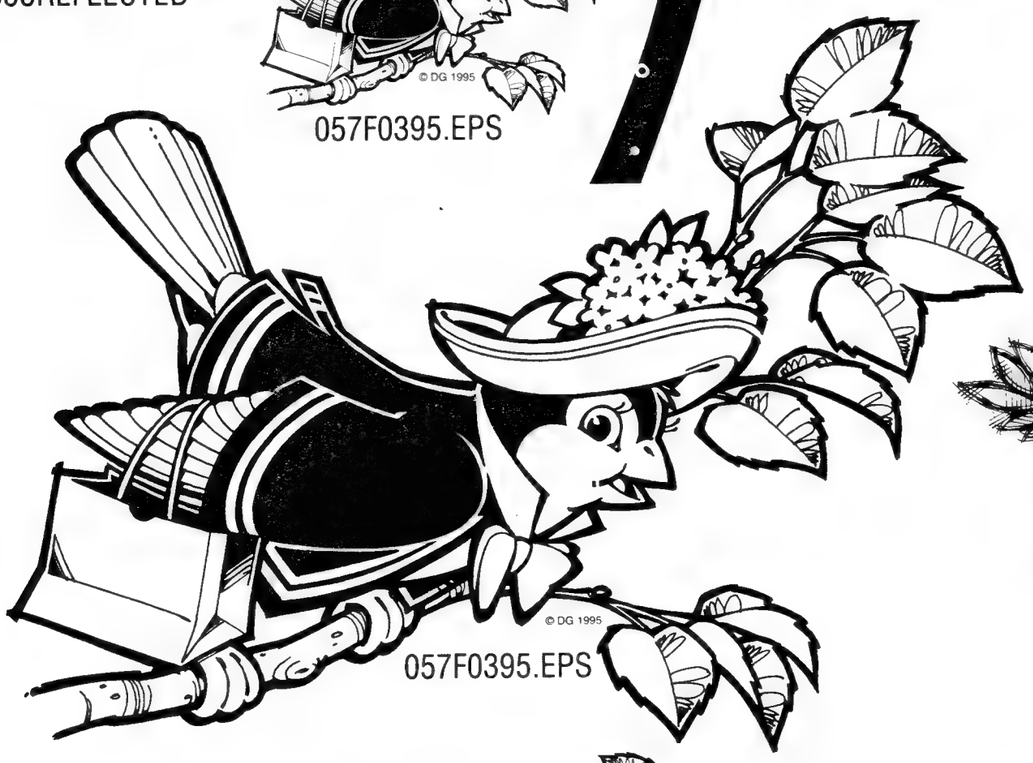
058F0395.TIF

© DG 1995

058REFLECTED

© DG 1995

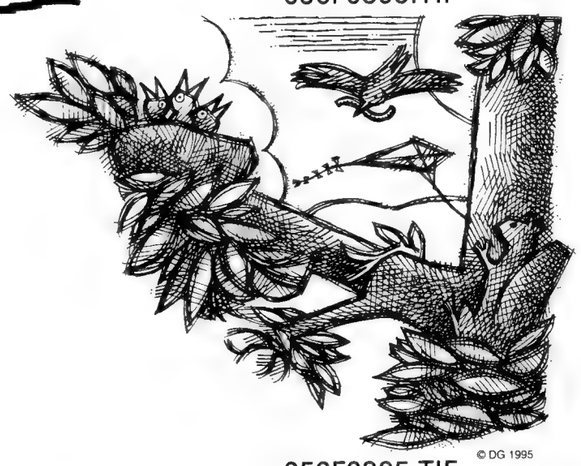
057F0395.EPS


© DG 1995

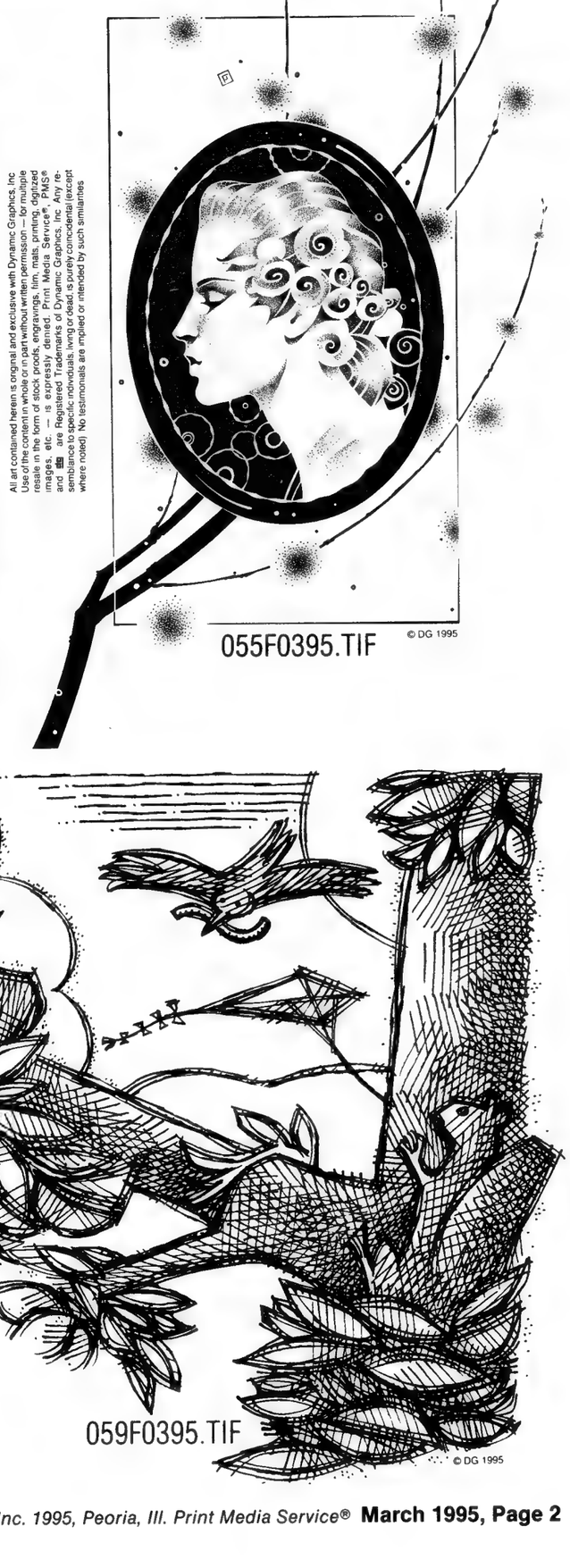
057F0395.EPS

© DG 1995

056F0395.TIF


© DG 1995

059F0395.TIF

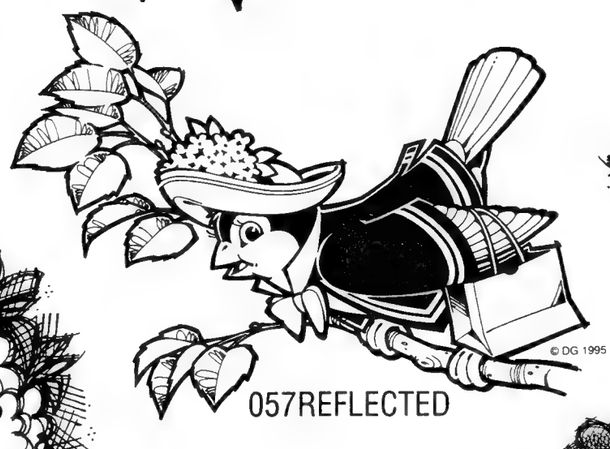

© DG 1995

055F0395.TIF

All art contained herein is original and exclusive with Dynamic Graphics, Inc. Use of the content in whole or in part without written permission — for multiple resale in the form of stock proofs, engravings, film, mats, printing, digitized images, etc. — is expressly denied. Print Media Service®, PMS® and ▦ are Registered Trademarks of Dynamic Graphics, Inc. Any resemblance to specific individuals, living or dead, is purely coincidental (except where noted) No testimonials are implied or intended by such similarities

© DG 1995

060F0395.TIF


© DG 1995

057REFLECTED

© DG 1995

060REFLECTED

© DG 1995

059F0395.TIF

Note: Numbers identify images for Electronic PMS subscribers.

We're Slashing Prices

AT

Johnson Food Basket

3302 N. University Ave. • Open 24 Hours a Day

Get A Bounty Of Bargains!

Our Galley is Full Of Treasure!

CHOICE NEW YORK STRIP **Steak** $4.79 1 lb.

Mama Potter's Frozen **Fruit Pies** $1.99

Loquita's Fresh **Bananas** 1 lb. 29¢

COUNTRY FRESH **Large Eggs** 1 doz. 88¢

Coupons May 94 Print Media Service

We have a Treasure Chest of Savings just for you!

Major Price Reductions Throughout The Store!

March 12–18

Look In Sunday's Gazette For Our Special Supplement

Downtown — Modular Storage Units. Create extra storage the easy way! Reg. $99 — $79.59

Downtown — Rocker Recliners. Choose from six styles! Reg. $339 — $267.99

Downtown — Contempo Sectional Sofas. Choose from five styles! Reg. $939 — $722.59

Downtown — AJA Living Room Sets. Sofa, love seat, two end tables. Reg. $539 — $349.89

Downtown
FURNITURE OUTLET
112 N. Prospect Dr. • 555-2856
Hrs: Mon.–Sat. 9 a.m.–9 p.m.,
Closed Sunday

"Treasure Chest of Savings" Decorative Headings & Alphabets, Vol. 1

Ahoy, Me Hearties! You Don't Need A Map To Find Super Bargains At The Big

24-HOUR SALE

Saturday & Sunday, March 25 & 26, from 10 a.m. to 10 p.m.

Potter Gifts
3390 Madison Ave.

Fun In The Sun GETAWAYS

Choose a Cruise to the Bahamas!

Take a great three-, five-, or seven-day luxury ocean cruise

3-Day Cruise Package – $459
Includes all accommodations, food, drinks, and activities.

5-Day Cruise Package – $649
Includes all accommodations, food, drinks, and activities.

7-Day Cruise Package – $979
Includes all accommodations, food, drinks, and activities.

Call Anna at 555-3962

Dylan Travel Agency

Burst, PMS, January 1994, Page 21

Smithfield Automotive just got a boatload of new cars, and we're passing the savings right on to you!

For one month only

$avings Ho!

1995 Upstart
Manual transmission, air, power steering, power brakes, more. $13,975

SALE ENDS MARCH 31

1995 Presido Sedan
Automatic transmission, air, power steering, power brakes, dual air bags, more.
$18,999

1995 Tonda Wagon
Automatic transmission, air, power steering, power brakes, dual air bags, more.
$16,995

Ask about on-the-spot financing!

Shiver me timbers! This is a treasure trove of savings!

Thru this Saturday, save big on the brand-name products you use most

No Pain, 100 ct. **Aspirin $3.29**
Shinee, 14 oz. **Mousse.....$1.29**
Relief, 100 ct. **Antacid.....$2.29**
Tidy Clean, 25 ct. **Diapers.....$4.29**
CleanzAll, 20 oz. **Detergent ..$2.29**
Tidy-Dri, 100 ct. **Napkins $1.09**

Smith & Jones Drugs
346 N. Summit Ave.

Headline and Burst Apr. 94 Print Media Service

Sale

Save now thru this Saturday

Every pair of boots in stock now

60% OFF THE REGULAR PRICE!

A wide selection of boots for women, men, and kids.

Kirby Shoes
889 N. Gift St. • M–S 10–8

IT'S A SALE!

Just One More Big Week Left!

GOING-OUT-OF-BUSINESS SALE!

Forrester Art Supplies • 690 W. Main • 555-7434

LOOK

It's A Whale Of A Sale!

Check out our special supplement in this Sunday's Journal

"Ahoy" Decorative Headings & Alphabets, Vol. 3

Supplement to the Journal, Sunday, March 19, 1995

Ahoy MATEYS!

We're droppin' anchor for a **Whale Of A Sale**
Today thru Wednesday

Four days of incredible savings on selected items storewide!

Alice-Saxx
Northtown Mall

TREASURES

...from the four corners of the world

Japanese Silk Kimonos
Variety of solid colors and beautiful prints. Suitable for wearing or display. **$99.95 ea.**

Russian Lacquer Boxes
From the renowned artists of Fedoskino, beautiful Russian winter scenes. **$79.95 ea.**

English Tea Pots
Whimsical, hand-painted tea pots in the shapes of animals, vegetables, or fruit. **$59.95 ea.**

Italian Perfume Bottles
Gorgeous, limited edition glass bottles with the look of beautiful stained glass. **$49.95 ea.**

French Trinket Boxes
French porcelain in a variety of shapes and sizes, beautifully painted by hand. **$29.95 ea.**

Austrian Candlesticks
Hand-cut crystal candlesticks in a variety of styles, each eight inches tall. **$89.95 pr.**

Free gift wrap with any purchase

The perfect place to find the most unique gifts

Ryanne IMPORTS
WESTGATE PLAZA

Mortice July 94 Print Media Service

Burst May 94 Print Media Service

CHART YOUR COURSE FOR SAVINGS!

Be sure to shop and save during the March Madness Storewide Sale

Through this Saturday, prices are cut on craft supplies, candy, clothing, cosmetics, fabrics, sewing notions, and patterns.

SAVE 30% ON

Zapit glue guns & glue sticks
• Pogue & NuLookz patterns
• Krocks chocolate candies
• Valmo ribbons • More

Monroe Variety
3340 W. Monroe • 555-3723
Hrs: Mon.–Sat., 9 a.m.–5 p.m.

Thought balloon May 94 Print Media Service

Polly Wanna Bargain!

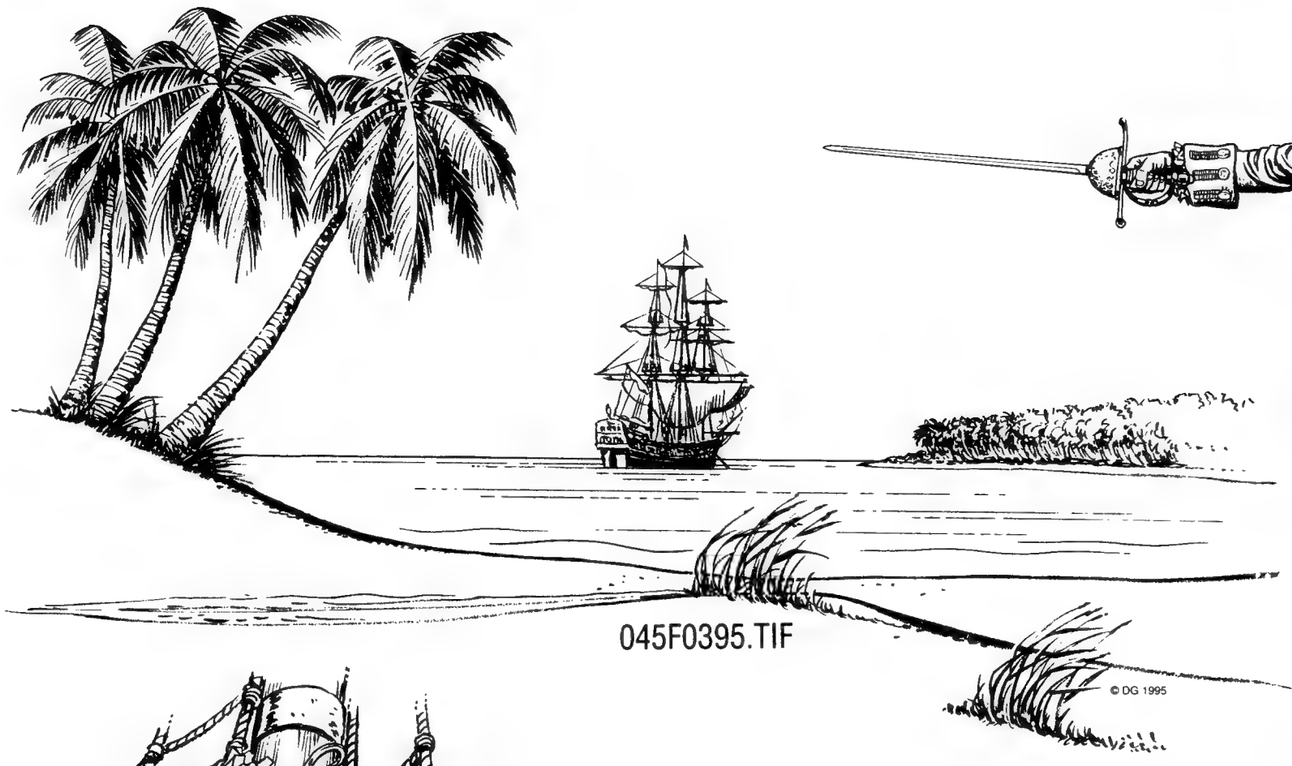
Our price always includes set-up and delivery. Shop with us and you get the best for less!

Scratch & Dent Sale

50% OFF THE REGULAR PRICE

SAVE ON ALL SCRATCHED AND DENTED MODELS. THIS SALE ENDS MARCH 31, 1995.

Melville Appliances
5560 W. Sheridan Rd. • 555-5412 • 9 a.m.–5 p.m. daily



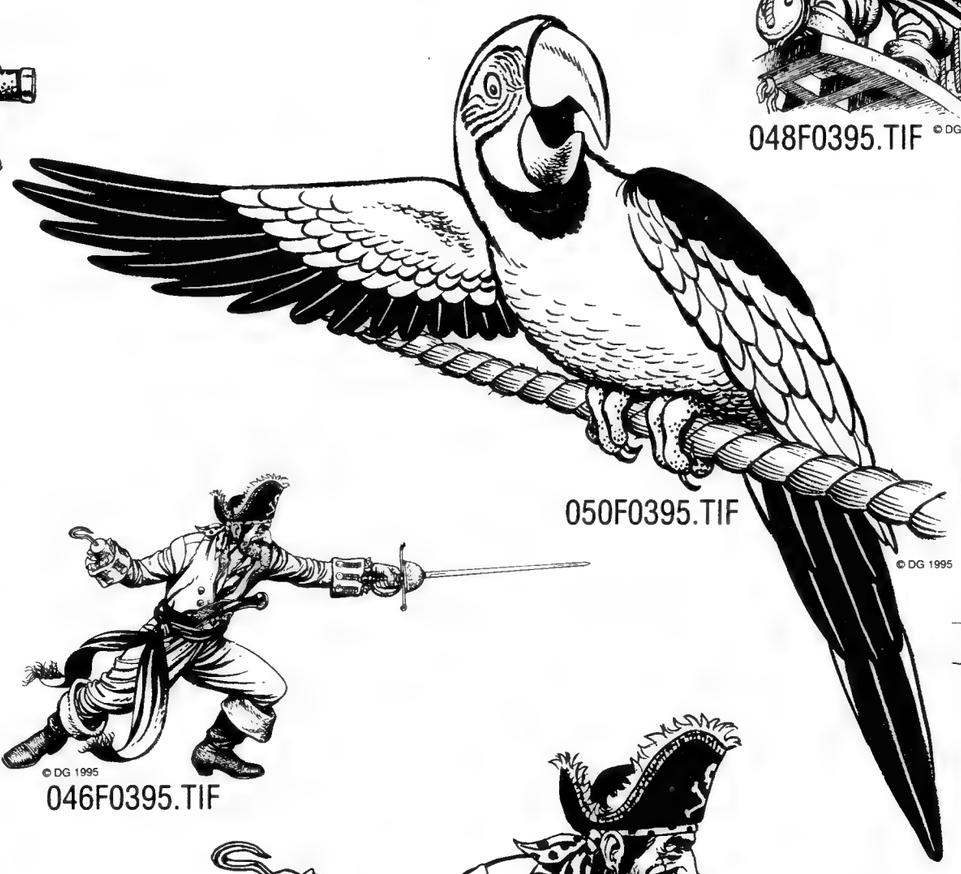
045F0395.TIF

046REFLECTED

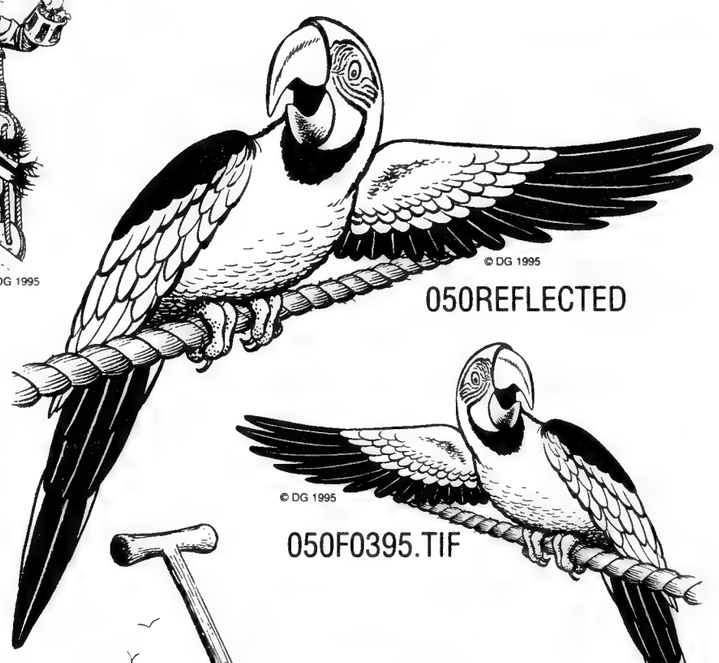
048REFLECTED

048F0395.TIF © DG 1995

048F0395.TIF © DG 1995



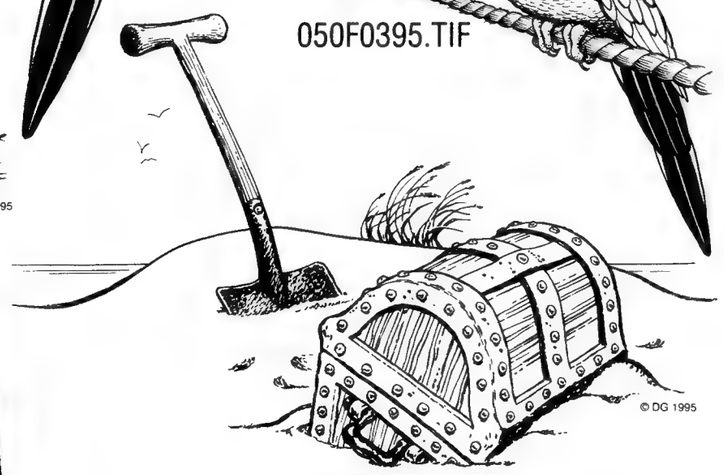
050F0395.TIF © DG 1995



050REFLECTED

050F0395.TIF

046F0395.TIF



047REFLECTED

049REFLECTED

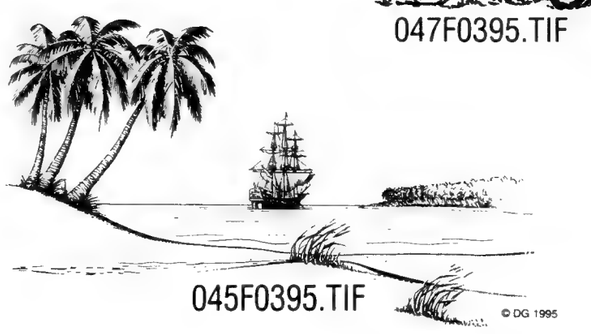
046F0395.TIF

047F0395.TIF

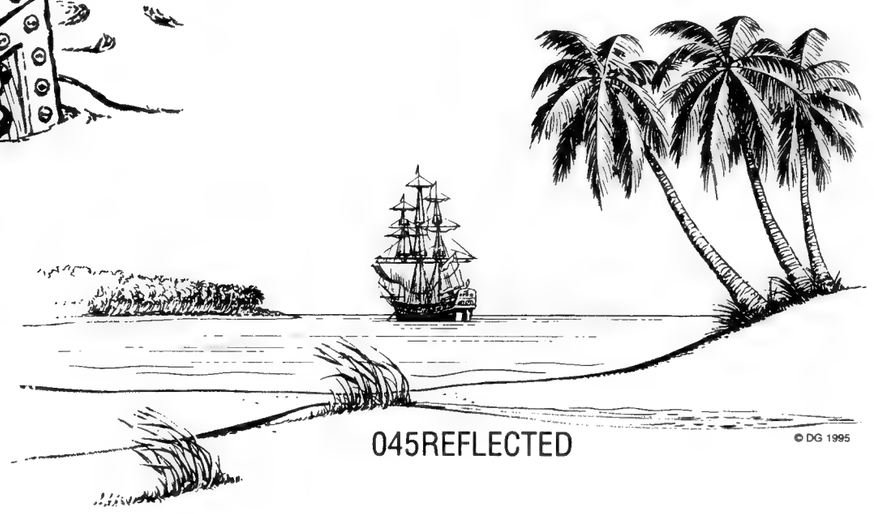
049F0395.TIF © DG 1995

047F0395.TIF

049F0395.TIF © DG 1995



045F0395.TIF © DG 1995



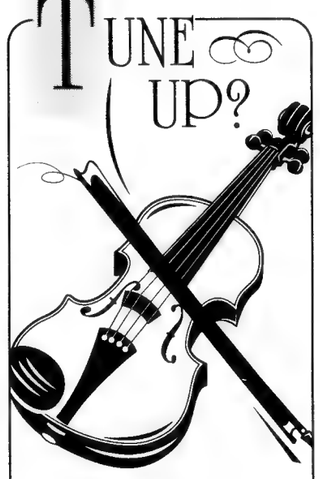
045REFLECTED

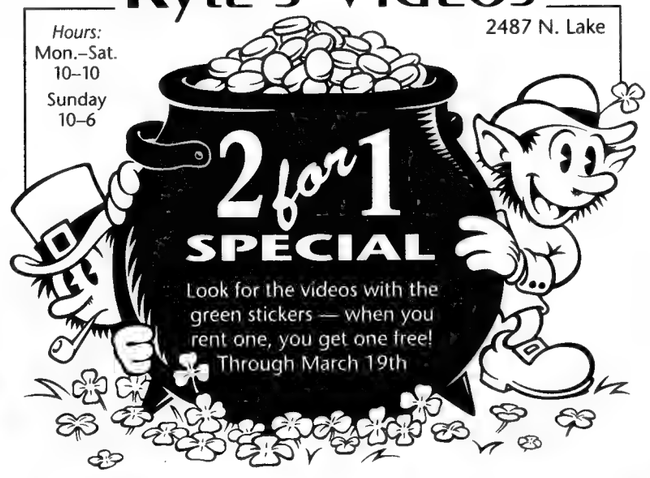
Note: Numbers identify images for Electronic PMS subscribers.

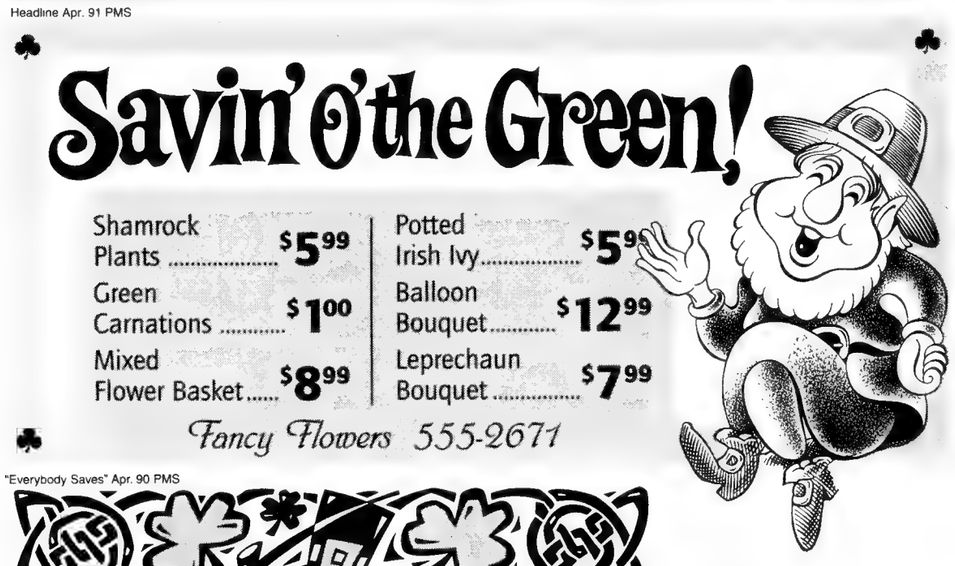
"the Luck O' The Irish" banner Apr. 89 PMS

Headline Apr. 91 PMS

"Irish" Dec. 91 Clipper



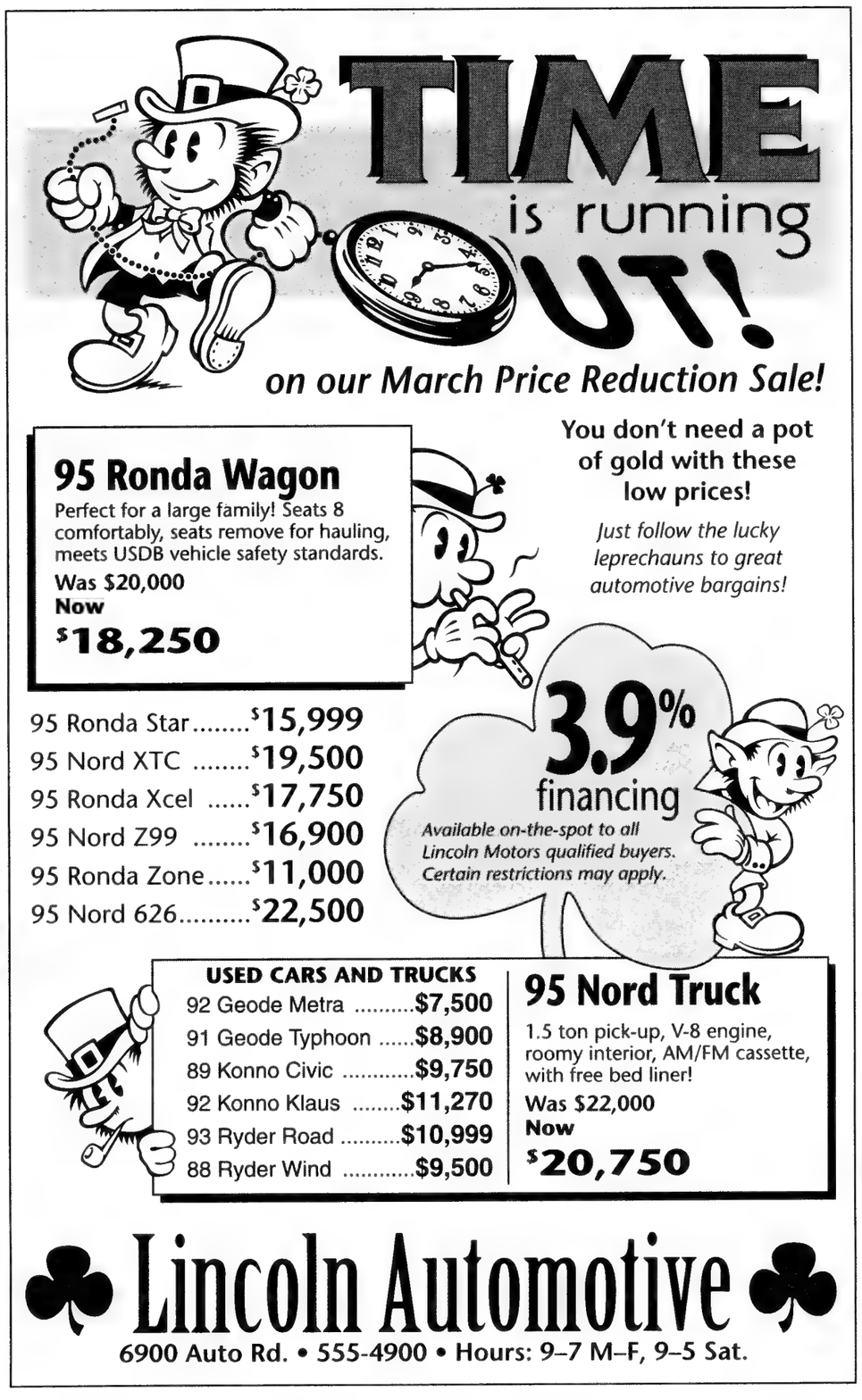


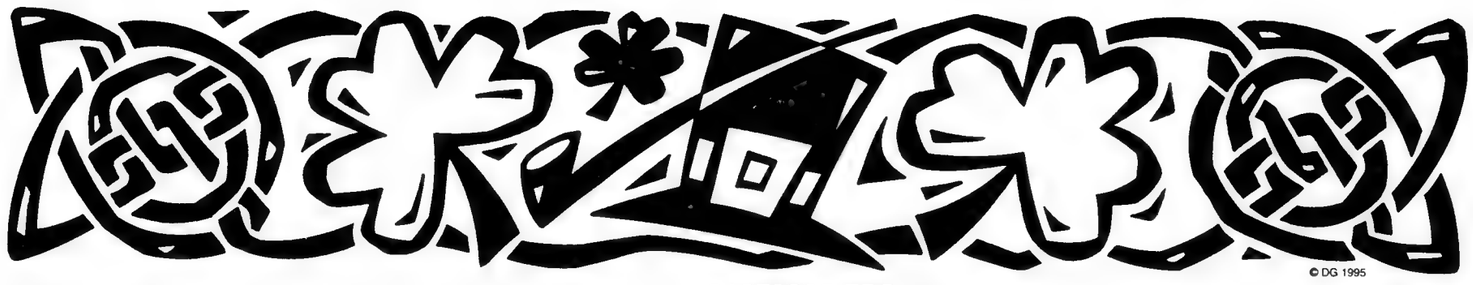


"Everybody Saves" Apr. 90 PMS

Alter *PMS* St. Patrick's Day art (isolate elements, crop, add art, etc.) and add your own headlines to create quick, cute drop-ins.

Money Sept. 91 Clipper





012F0395.EPS

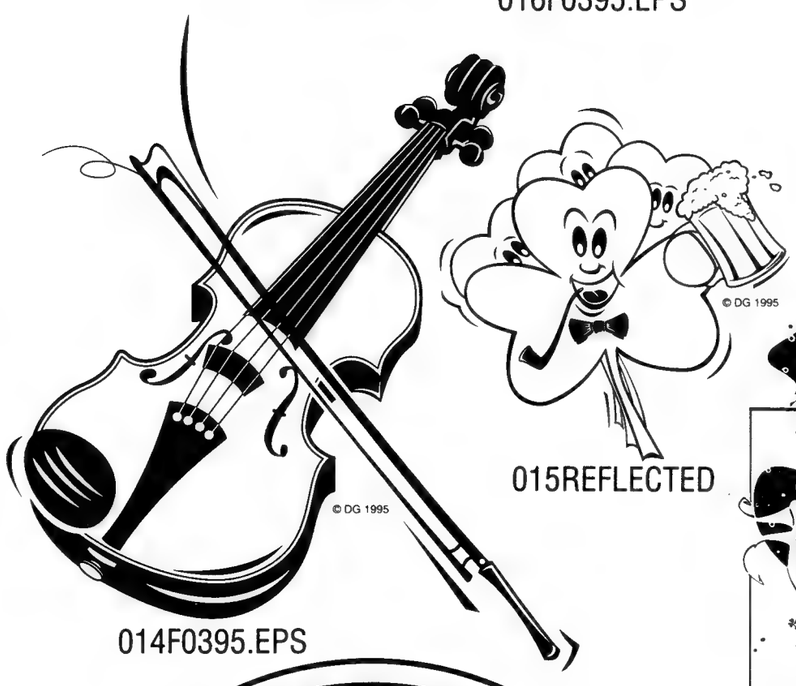
016F0395.EPS

020F0395.EPS

016F0395.EPS

021 F0395.TIF

013F0395.TIF



014F0395.EPS

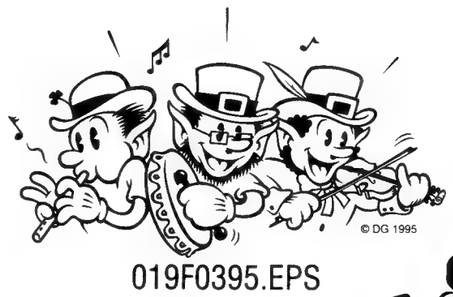
015REFLECTED

013REFLECTED

015F0395.EPS

021REFLECTED

017F0395.EPS



019F0395.EPS

020F0395.EPS

018F0395.EPS

018REFLECTED

017F0395.EPS

019F0395.EPS

014REFLECTED

012F0395.EPS

Note: Numbers identify images for Electronic PMS subscribers.

Construction Ahead

Planning to build or buy? What can you afford? Call

555-3600

It's FREE!

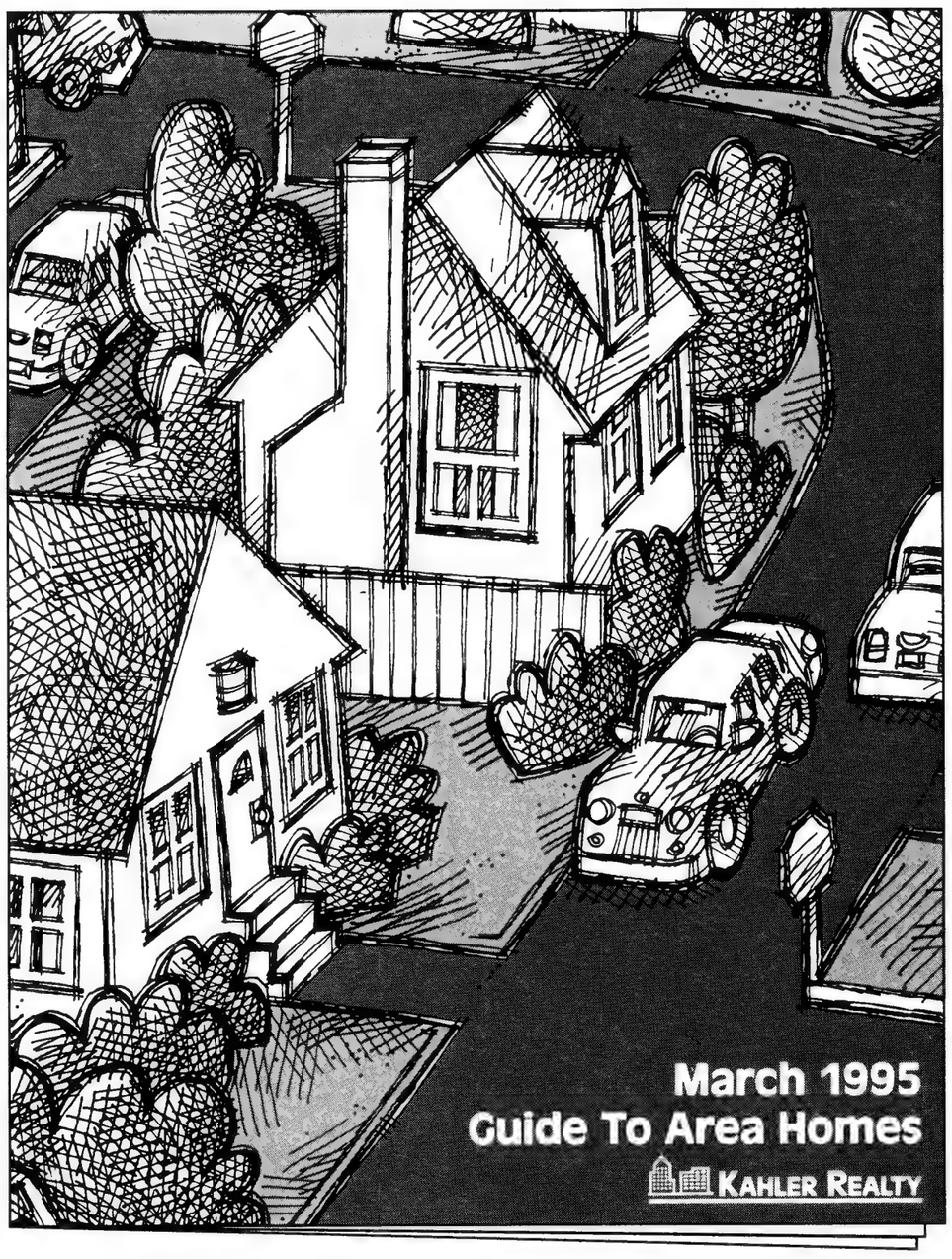
If you're looking to buy or build a home, find out how much your monthly payments would be with our phone-in Mortgage Information Service.

Just follow these steps:

1. Call the special phone number shown above.
2. Enter the amount you wish to finance, and the rate.
3. The computer will tell you what your approximate monthly payments will be.

Acme Mortgage Company

1289 South Monroe, Suite 324



CUT THROUGH THE CLUTTER

Reach over 60,000 potential buyers with a classified ad!

Take advantage of this special offer during March.

3 lines for 3 days for only $3!

Journal Classifieds

555-8722

GET RIGHT TO THE POINT

The classifieds are an affordable way to reach lots of people!

Advertise in the classifieds with this March special.

3 lines for 3 days for only $3!

Journal Classifieds

555-8722

HIT THE NAIL ON THE HEAD

It's always wise to advertise in the classifieds!

Get this special deal on a classified ad during March.

3 lines for 3 days for only $3!

Journal Classifieds

555-8722

Realty Reality

• Competitive interest rates • Quick loan approval • Convenient payment options

Applying is easy! Just call Phone Loan at

1-800-555-3131

Your neighborhood bank for over 60 years

Member FDIC **Bank1First** Burley Plaza

HOME IMPROVEMENTS

THAT DON'T REQUIRE A HAMMER

Column & Candle

14-in. Glass Mosaic Hurricane Lamp	$44.99	Clear Glass Ginger Jar Vase	$10.99
1 pr., 6-in. Brass Candlesticks	$12.99	8-in. Seated Cherub Statue	$11.99

Gadgets 'N' Gizmos

Set of 4 Metal Burner Covers	$12.99	Folding Metal Clothes Rack	$24.99
Rolling Under-Bed Storage Basket	$15.99	Stackable Wood Shoe Racks	$19.99

The Bath Shop

Brass Towel Caddy	$14.99	Tension Rod Shower Caddy	$23.99
Wicker Laundry Hamper	$44.99	6-Shelf Storage Tower	$34.99

Lake Crystal Mall

Open Monday thru Saturday 9 a.m.–9 p.m., Sunday 11 a.m.–5 p.m.

"Spring" Dec. 91 Clipper

Spring HOME SALE

During the month of March save on a large selection of quality home furnishings. Prices are reduced by up to **30%**

• Sofas • Loveseats • Dining Sets • Recliners • Bedroom Suites • Accent Tables • Carpeting

Minton & Marx Ridge Plaza • M–S 10–9

Come to the place where you'll find it all...

...THE COLE COUNTY FAIRGROUNDS FLEA MARKET

March 3rd, 4th, & 5th • Arts and Crafts, Antiques, Primitives, and Food • Open 9 to 6 daily • $3 Admission • FREE Parking

PRIZE giveaways every hour

Find something for everyone! • Over 500 dealers!

FREE admission to the first 50 people

Get The Right Tool From The Right Place At The RIGHT PRICE

Incredible savings on all WellBuilt Power Tools for one week only!

All in-stock WellBuilt circular saws, drills, sanders, jigsaws, and routers are now **20% OFF**

Be sure to shop early for the best selection. Sale ends Saturday.

Marvinski Hardware

201 W. Mount Vernon Ave. • M–S 9–8

1 FINDING A HOME IS AS EASY AS 2 3

1. Check the Real Estate section in your local newspaper. Circle the listings of homes that sound interesting to you.

2. Call 800-555-HOME. One of our friendly real estate agents will meet with you to discuss what you're looking for in a home, where you want to live, what kind of neighborhood you want to live in, and how much home you can afford. Then, you and your agent can view the homes that appeal to you.

3. Your real estate agent will help you find a home that fits both your lifestyle and your budget. Go ahead! Check the listings and, when you're ready, give us a call.

The Tri-County Area's Number One Real Estate Agency!

ELLINGTON REAL ESTATE

© DG 1995

039F0395.EPS

© DG 1995

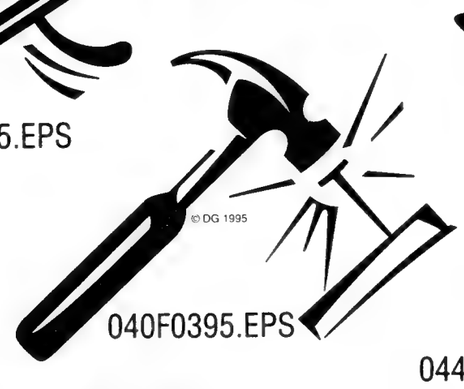
037F0395.TIF

© DG 1995

041F0395.EPS

© DG 1995

037F0395.TIF


© DG 1995

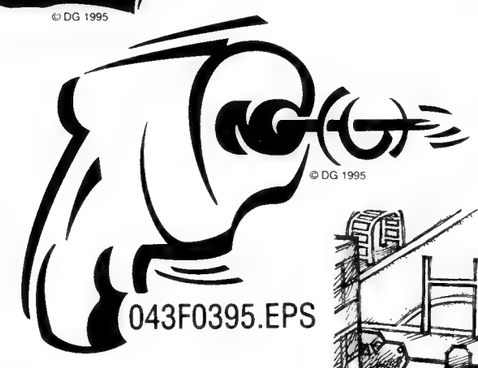
040F0395.EPS

© DG 1995

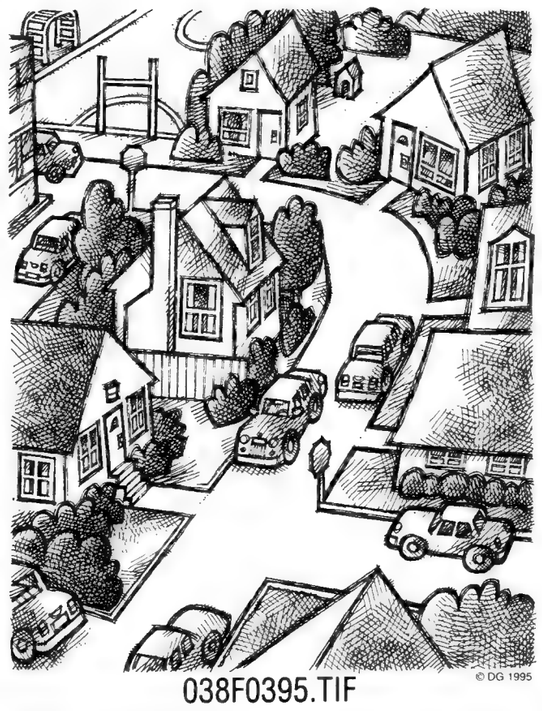
044F0395.EPS

© DG 1995

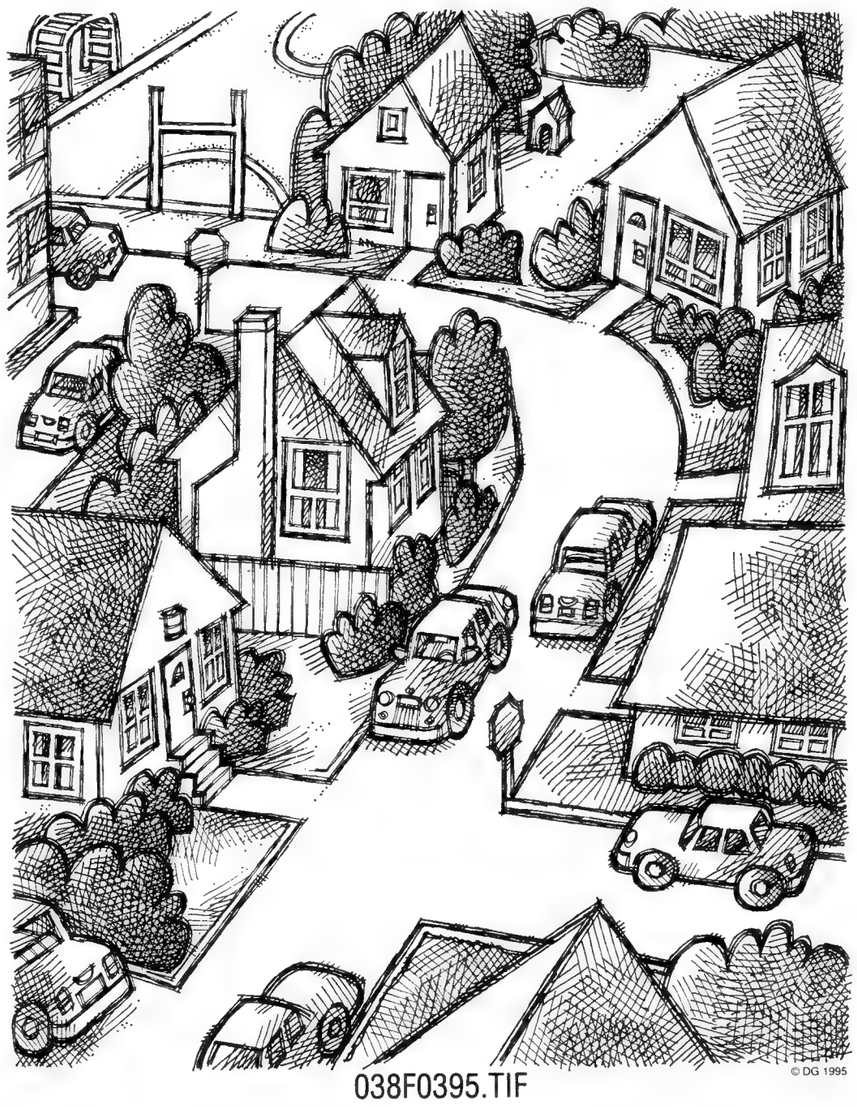
042F0395.EPS


© DG 1995

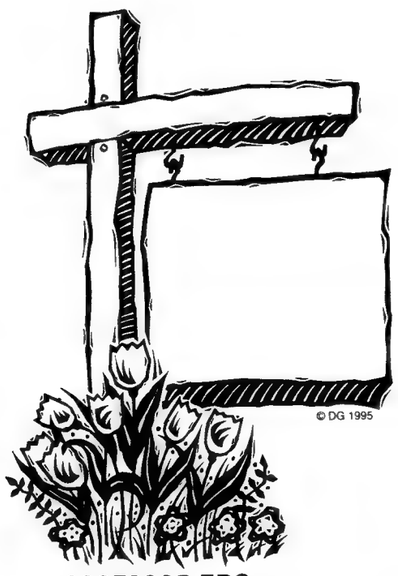
043F0395.EPS


© DG 1995

038F0395.TIF


© DG 1995

038F0395.TIF


© DG 1995

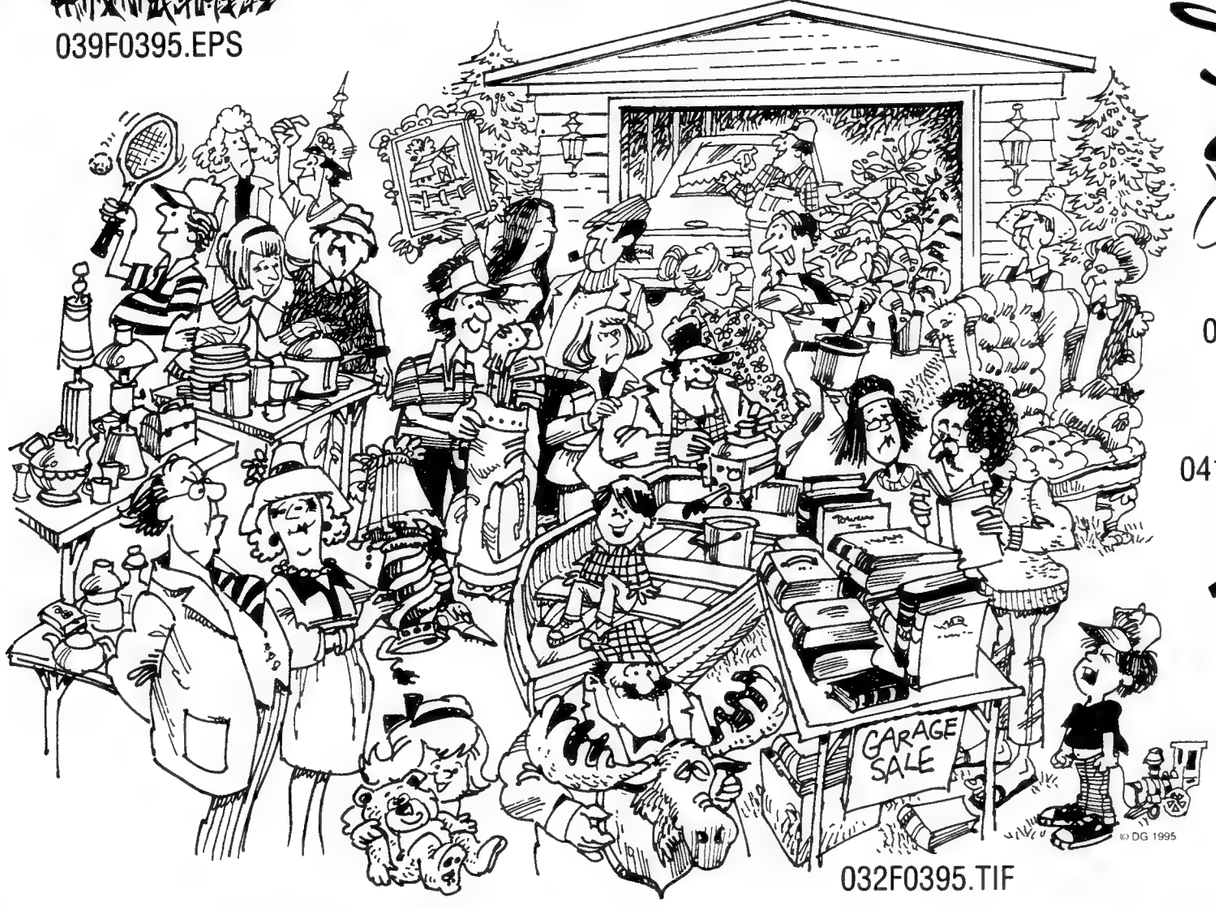
039F0395.EPS

© DG 1995

040F0395.EPS

© DG 1995

043F0395.EPS


© DG 1995

032F0395.TIF

© DG 1995

044F0395.EPS

© DG 1995

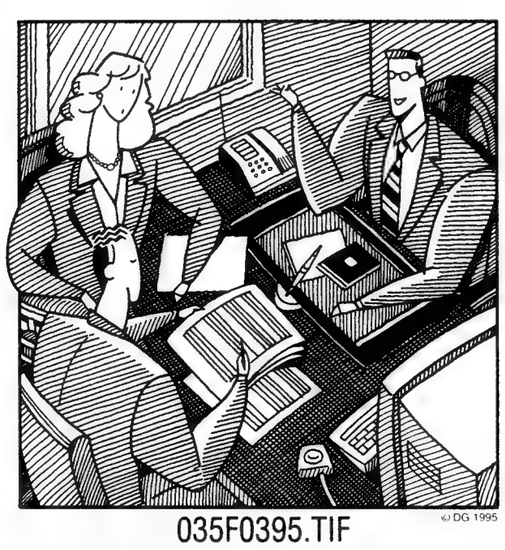
041F0395.EPS

© DG 1995

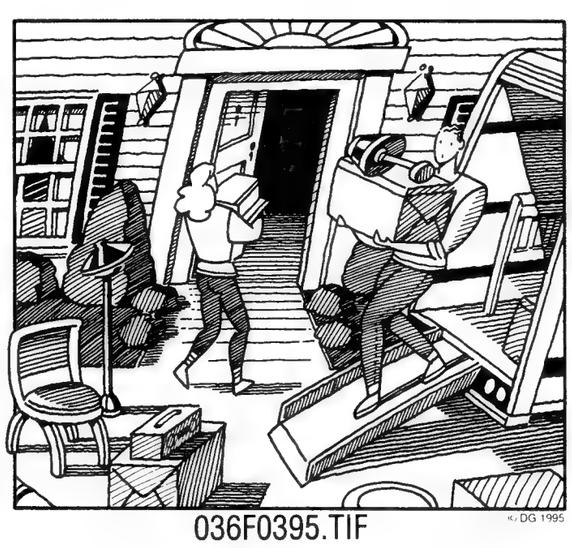
042F0395.EPS

© DG 1995

032F0395.TIF


© DG 1995

035F0395.TIF


© DG 1995

036F0395.TIF

© DG 1995

033F0395.TIF

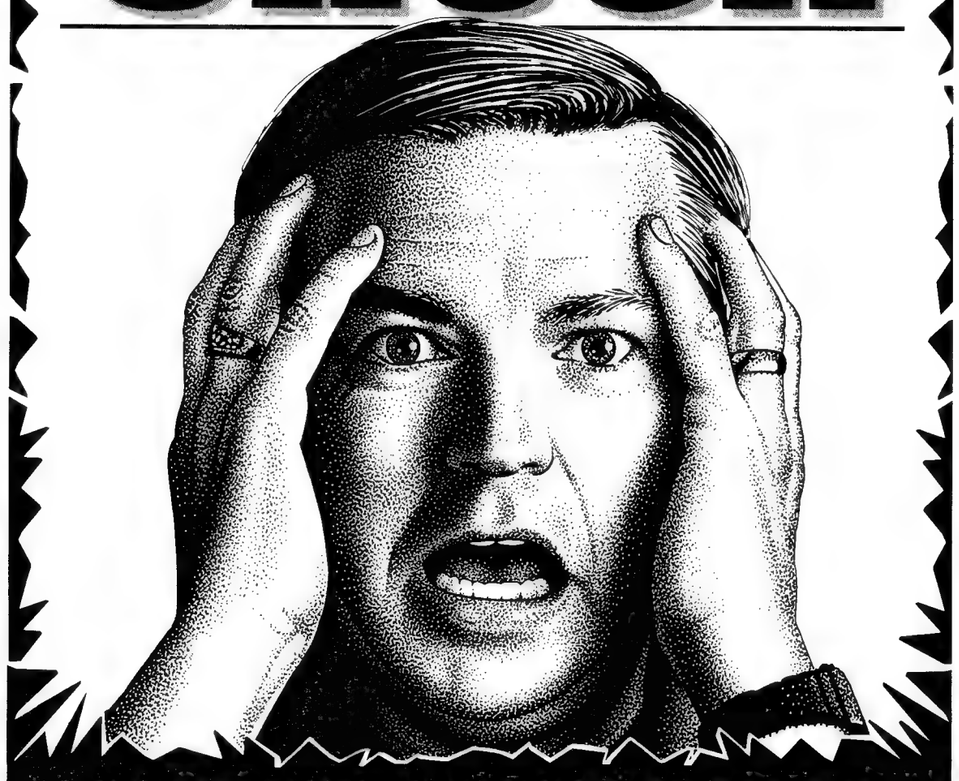
© DG 1995

034F0395.TIF

Note: Numbers identify images for Electronic PMS subscribers.

Burst! Aug. 92 Clipper

Discount Prices
that will put you in
SHOCK



Prices are slashed to rock bottom on every car, truck, and van on the lot!

Get incredible savings all through the month of March!

Tonda Sportster
was $10,414, now .. **$9,985**

CLEARANCE • CLEARANCE
1995 Presidios **$9,555**

INVENTORY REDUCTIONS
Lots of cars priced at or below invoice!

Headline Oct. 93 Print Media Service "2 for 1 Sale" Oct. 93 Print Media Service Bursts Aug. 92 Clipper

MONSTROUS SAVINGS

50¢ OFF Any Flavor Large Shake

$2.00 OFF Any Ice Cream Cake

$2.00 OFF Any Ice Cream Pie

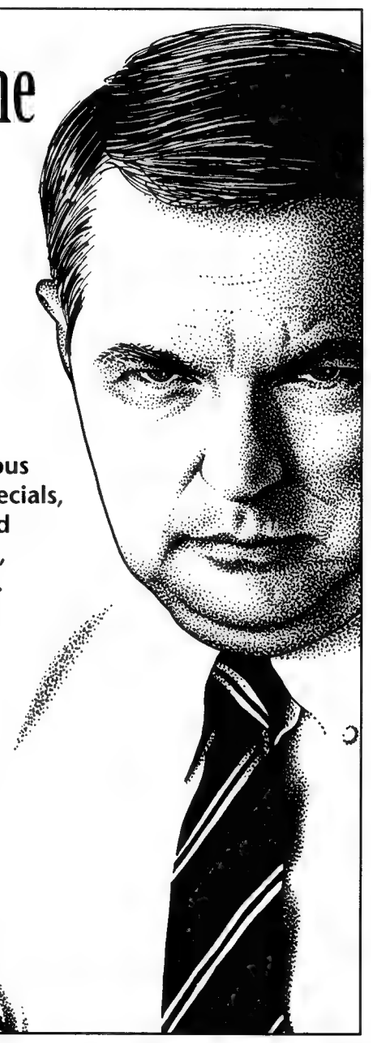
$1.00 OFF Waffle Cone Sundae

COUPON
2 for 1 Sale
Buy one pint of ice cream OR yogurt and get one FREE!
Coupon must accompany order.
EXPIRES 3/31/95

COUPON
2 for 1 Sale
Buy one quart of ice cream OR yogurt and get one FREE!
Coupon must accompany order.
EXPIRES 3/31/95

Open M–S 10–9 **Uptown Yogurt Shoppe** Randall Plaza

Tired Of The Same Old Song And Dance?



Come enjoy a delicious meal, great drink specials, excellent service, and live music in a warm, friendly atmosphere.

- Lunch & Dinner Menu
- Nightly Entertainment
- Banquet Facilities
- Dancing

THE PLACE TO BE!

REVA LOUNGE
Franksville Hotel

Thought bubble Aug. 92 Clipper

EARLY BIRD SPECIALS
8 a.m.–11 a.m. ONLY

TAKE 30% OFF
Fashion Jewelry
Sale $4.20–$35.00, reg. $5.99–$49.99. A large selection of necklaces, earrings, pins, bracelets, pendants, rings and more.

TAKE 25% OFF
Leather Goods
Sale $17.52–$195.00, reg. $22.99–$259.99. Wallets, wallets-on-a-string, key cases, purses, totes, belts, and organizers on sale!

TAKE 20% OFF
Amelia Sheets
Sale $12.00–$39.20, reg. $14.99–$48.99. Save a variety of on poly/cotton blend sheets in fashion solids and prints.

TAKE 30% OFF
Selected Shoes
Sale $25.20–$105.99, reg. $35.99–$149.99. Quality leather women's, men's, and kids' shoes and boots in dress and casual styles.

TAKE 25% OFF
Corwin Towels
Sale $7.50–$22.50, reg. $9.99–$29.99. Save on plush, 100% cotton towels, washcloths, hand towels, bath sheets, and bathmats.

TAKE 20% OFF
JCT Stationery
Sale $8.00–$16.00, reg. $9.99–$19.99. Beautiful solid-color stationery with or without monogram and fun and funky prints.

SHOP EARLY! QUANTITIES ARE LIMITED!

Pelham & Co. • 128 Main • Mon.–Sat. 9–9, Sun. 11–6

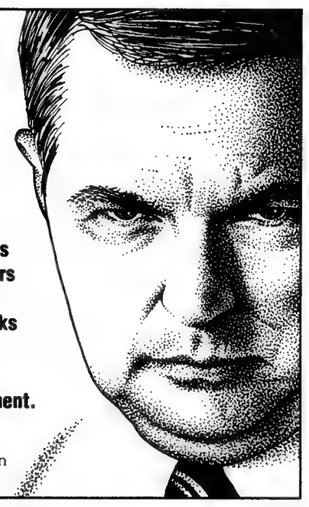
Bursts Aug. 92 Clipper

Save 25 to 55% on furniture this Friday, Saturday, and Sunday!

Get the furniture you want with super savings on selected sofas, love seats, chairs, rocker/recliners, dining room sets, bedroom suites, entertainment centers, coffee tables, end tables, lamps, and carpeting.

First Avenue **Lancaster Furniture** Free Parking

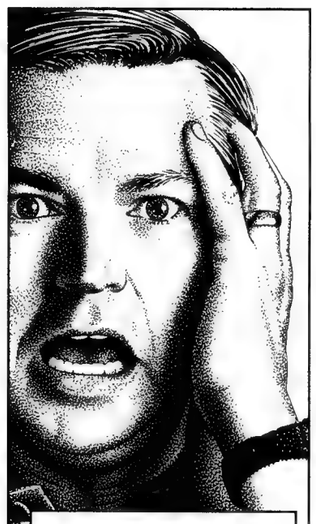
We Won't Make You Wait...



For Oil & Filter Changes • Lube Jobs
• Shocks • Struts • Brakes • Mufflers
• Belts • Tune-Ups • Tire Rotation
• Air Filters • 12-Point Safety Checks

1-Day Turnaround
Call 555-3925 to make an appointment.

Quik Lube • 172 Sheridan

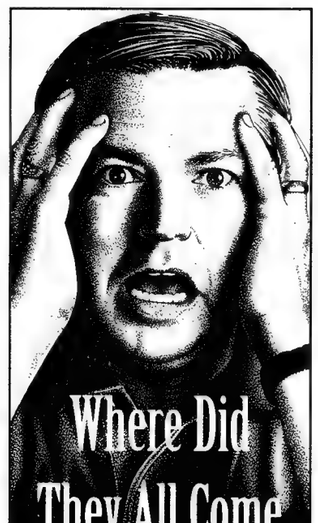


- **REPOSSESSION?**
- **BAD CREDIT?**
- **NO CREDIT?**
- **BANKRUPTCY?**

No problem! Get the car you want with our affordable financing.

555-2188

Pierce **Auto Mall**
Rt. 116 West & Rt. 150



Where Did They All Come From?

Advertise your garage sale in the classifieds, and the bargain hunters will come out of the woodwork.

Place your ad today!
555-8800

STAR REPORTER

I Can't Take It Anymore

Pest problems giving you a headache? Then it's time to put the extermination experts to work for you!

Complete Inspection
$39.99 thru 3/31/95

With this special, we check every inch of your home for pests. If any treatment is necessary, then the inspection cost is applied toward your total bill. Call for an appointment today!

"Trust The Pest Control Pros"

X-TERMINATORS
1411 Lincoln • 555-PEST

Word balloon Aug. 92 Clipper

DRASTIC REDUCTIONS!

SAVE 40%

on all previously reduced red tag merchandise

Expand Your Fashion Horizons

This is the sale you've been waiting for! Save on suits, jackets, separates, dresses, blouses, skirts, pants, shoes, and accessories!*

THIS WEEK ONLY!

Be sure to shop early for the best selection.

*Does not include Bungie Bags.

PARSON-SAXX
Southwood Mall

Get It All In One Stop

Electronics • Luggage • Accessories • Men's, Women's, Children's, and Infants' Clothing • Hosiery • Lingerie • Shoes • Fine Jewelry • Leather Goods • Window Treatments • Picture Frames • Bakeware • Cookware • Stoneware • Stemware & Giftware • Fine China • Flatware • Home Accents • Linens • Cosmetics • Fragrances

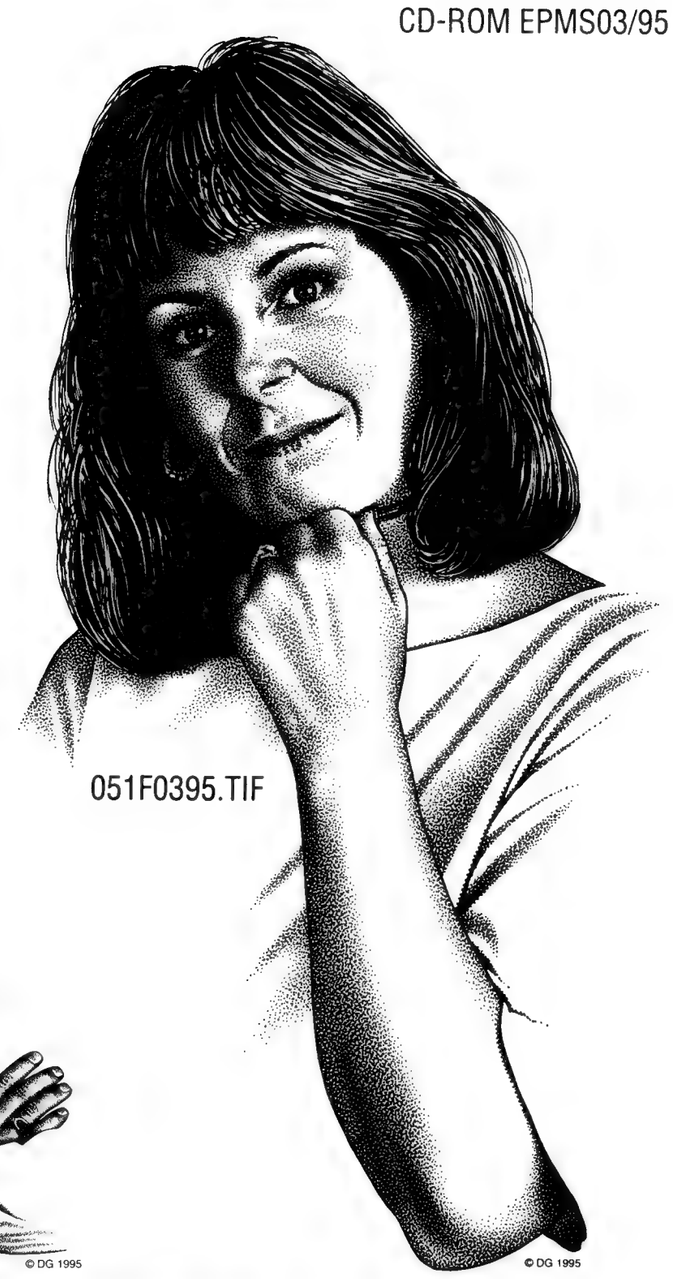
❖ **Famous Place • Rivervalley Mall**

053REFLECTED

© DG 1995

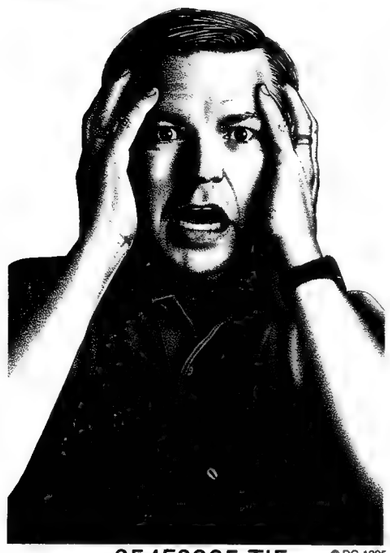
052F0395.TIF

© DG 1995



051F0395.TIF

© DG 1995



054F0395.TIF

© DG 1995

053F0395.TIF

© DG 1995

053F0395.TIF

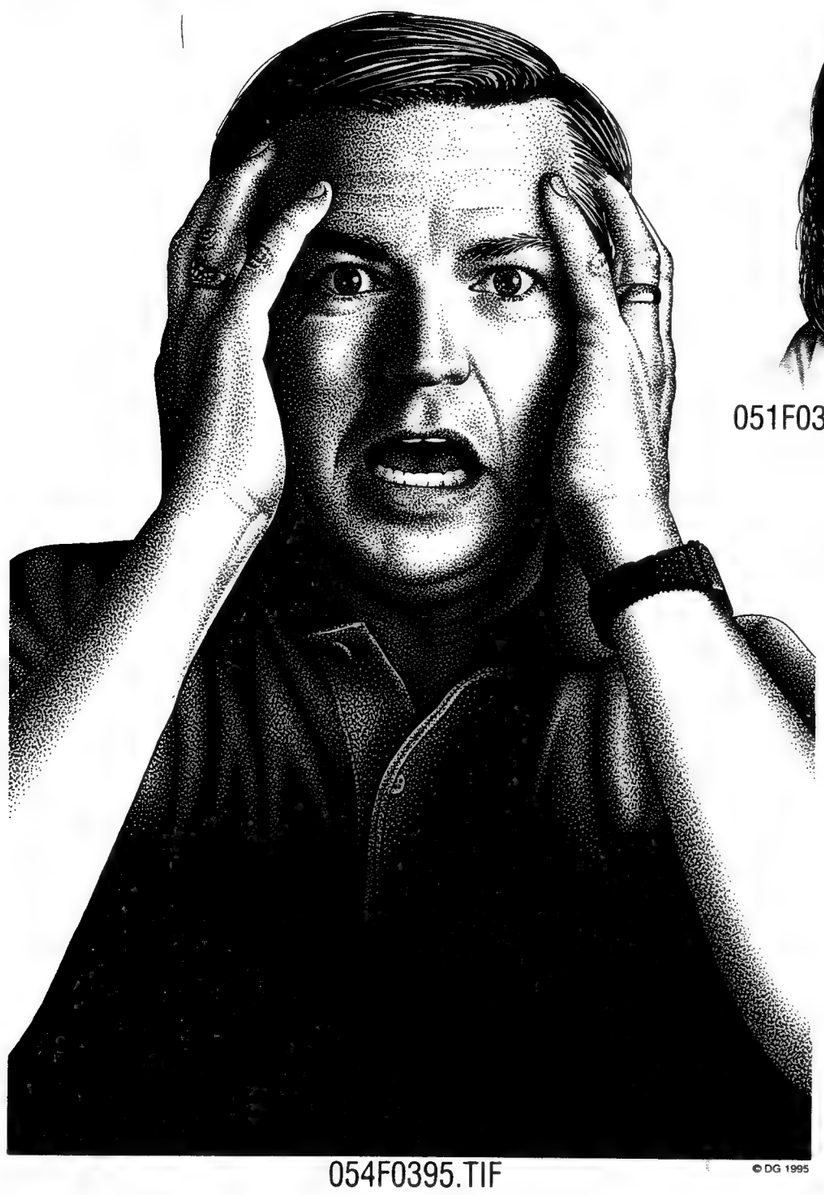
© DG 1995

052F0395.TIF

© DG 1995

052F0395.TIF

© DG 1995

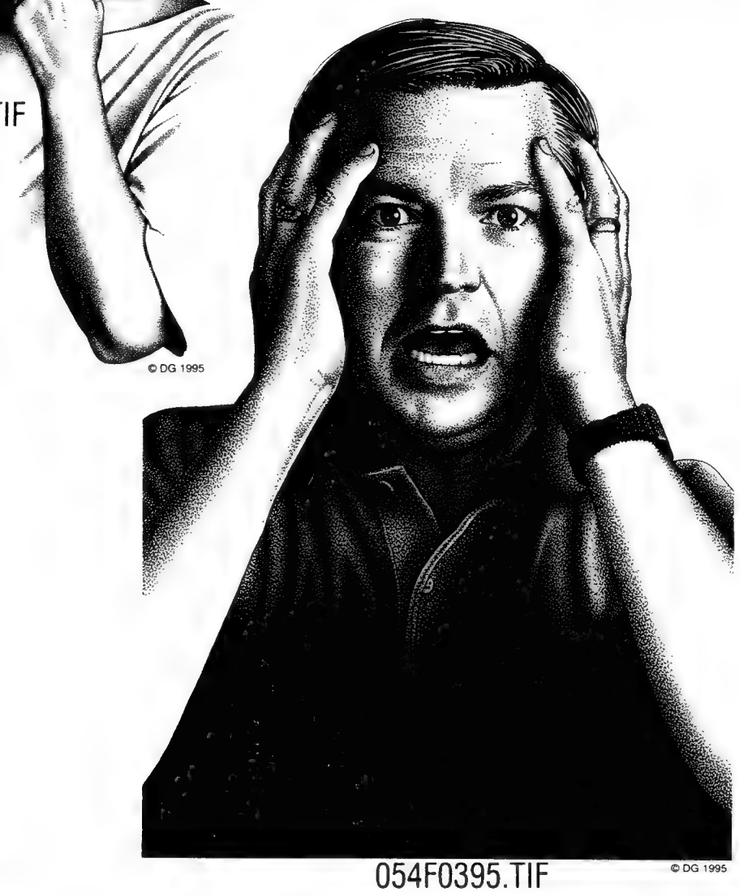


054F0395.TIF

© DG 1995

051F0395.TIF

© DG 1995



054F0395.TIF

© DG 1995

051REFLECTED

© DG 1995

Note: Numbers identify images for Electronic PMS subscribers.

GET THE

HOME TEAM

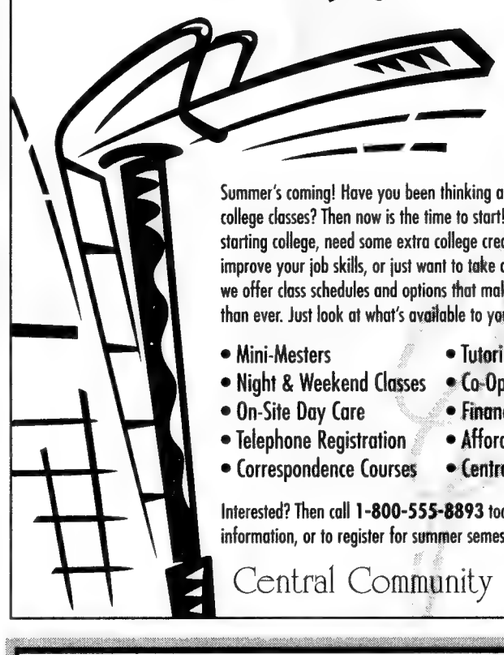
March 12, 1995

advantage

Shop Downtown Oakville

Oakville Merchants Association

Take the plunge



Summer's coming! Have you been thinking about taking college classes? Then now is the time to start! Whether you're starting college, need some extra college credits, want to improve your job skills, or just want to take a class for fun, we offer class schedules and options that make it easier than ever. Just look at what's available to you:

- Mini-Mesters
- Night & Weekend Classes
- On-Site Day Care
- Telephone Registration
- Correspondence Courses
- Tutoring Service
- Co-Op Program
- Financial Aid
- Affordable Tuition
- Central Location

Interested? Then call **1-800-555-8893** today for more information, or to register for summer semester classes.

Central Community College

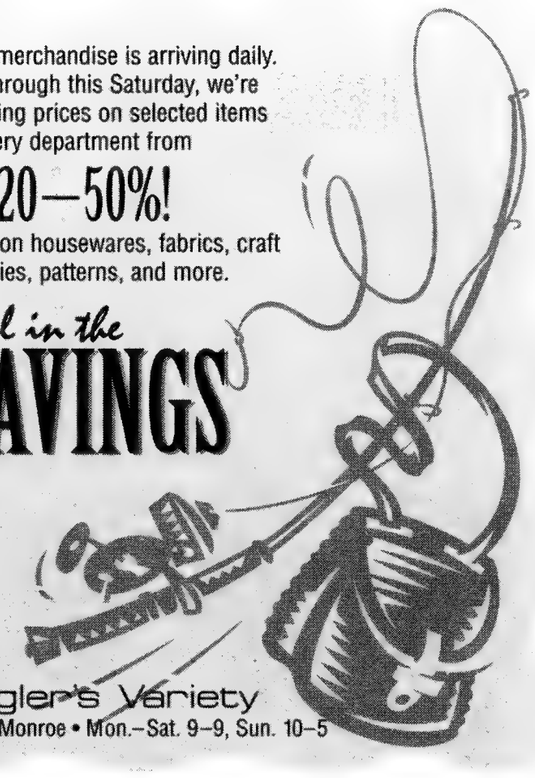
New merchandise is arriving daily. So, through this Saturday, we're slashing prices on selected items in every department from

20–50%!

Save on housewares, fabrics, craft supplies, patterns, and more.

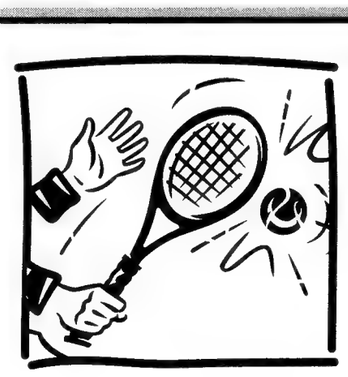
Reel in the

SAVINGS



Vogler's Variety

2385 Monroe • Mon.–Sat. 9–9, Sun. 10–5



Variety, anyone?

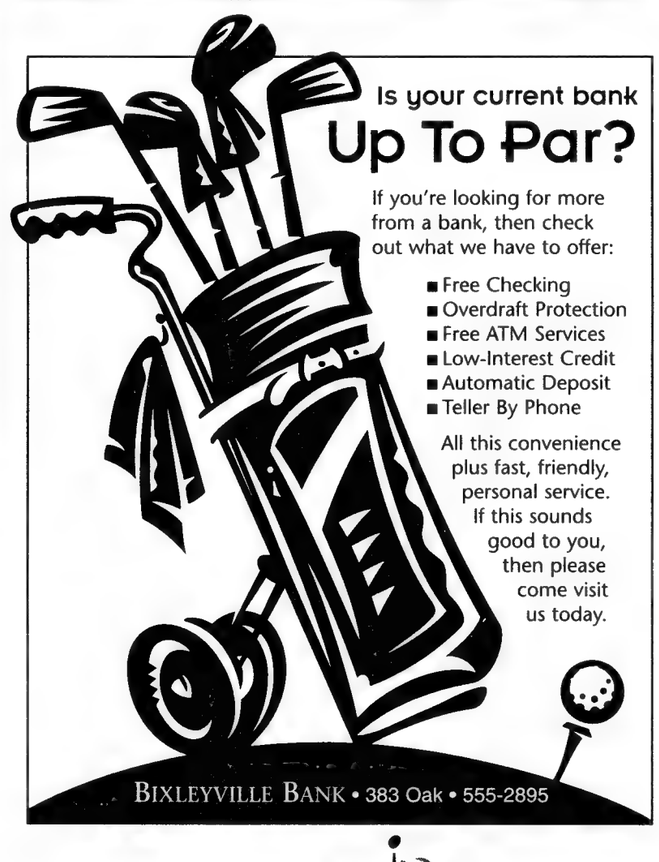
Diversity is the key to our appeal!

Shop 20 specialty stores to find unique clothing, jewelry, craft items, and so much more!

Lancashire Woods

The best place to shop!

SOUTH OFF ROUTE 74, ALLEN ROAD EXIT, PEORIA



Is your current bank

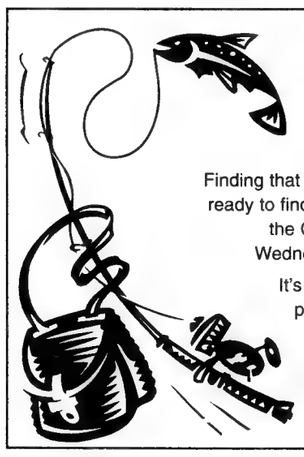
Up To Par?

If you're looking for more from a bank, then check out what we have to offer:

- Free Checking
- Overdraft Protection
- Free ATM Services
- Low-Interest Credit
- Automatic Deposit
- Teller By Phone

All this convenience plus fast, friendly, personal service. If this sounds good to you, then please come visit us today.

BIXLEYVILLE BANK • 383 Oak • 555-2895



If you want a great catch,

go fishing!

Finding that special someone isn't easy. If you're ready to find that special person, then check out the Connections personals section every Wednesday and Sunday in the classifieds.

It's the perfect place to meet interesting people who are looking for friendship, companionship, and love. Come on! Take the bait! Place your ad today.

The Journal ▪ 555-7734

---

record breaking savings!

Tuesdays in March mean extra value for you. Clip the coupons below and save an extra 20% on absolutely everything in the store!

Bergans

SHERMAN VILLAGE

Take an extra **20% off** your total purchase on Tuesday, March 7

Take an extra **20% off** your total purchase on Tuesday, March 14

Take an extra **20% off** your total purchase on Tuesday, March 21

Take an extra **20% off** your total purchase on Tuesday, March 28

★★★ Big League Bargains ★★★

at little league prices!

1 lb. Tortilla Chips ....99¢		14 oz. Corn .....99¢
1 lb. Cookies.....$1.99	***1 Case Peppy*** **Cola** $3.79	12 oz. Wax Beans ....89¢
8 ct. Buns .....2/$1.59		14 oz. Peas .....79¢
6 pk. Joe Beer $4.49		12 oz. BGE Soup.....99¢
1 lb. Crackers $1.29		14 oz. Tomatoes .....89¢
1 lb. Pretzels.....$1.99		12 oz. Navy Beans ..79¢

	1 lb. Salami $1.99	
	1 lb. Pimiento Loaf $1.69	
	1 lb. Italian Beef.....$3.49	
12 oz. Onion **Dip** $2.39	1 lb. Baby Swiss $1.69	***1 lb. Krunchy*** **Chips** $1.89
	1 lb. Colby Cheese $1.29	
	1 lb. Cheddar $2.39	
	½ lb. Potato Salad $1.59	
	½ lb. Ham Salad.....$2.49	
	½ lb. Ambrosia $1.59	
	½ lb. Salsa $1.29	
	½ lb. Cheese Dip $1.39	

1 gal. 2% Milk.....$1.79		CleenIt Detergent ..$2.79
1 liter AJ Cola $1.39	***1 lb. Flank*** **Steak** $3.49	Brite Bleach $1.99
½ gal. Juice $1.59		Scrubbies .....2/$1.59
6 pk. Dale Ale.....$5.49		Tuff Paper Towels..$1.49
Case Fizzy Pop $4.39		Self-Seal Bags.....99¢
1 liter Dew Drink ..$1.69		Spray Wax $1.59

Prices good thru 3/31/95

Don't miss Double Coupon Tuesdays!

120 N. Wilson **Midtown Food Basket** Open 24 Hrs.

The one to call for a

PERFECT MATCH!

If you're looking for the perfect person to make a Love/Love match, then check out the Connections personals section every Wednesday and Sunday in the classifieds.

Lots of people who share your interests are looking for friendship, companionship, and love. Are you ready to find them? Then call today to place your ad in Connections!

The Journal ▪ 555-7734

Why shop out in left field...

...when you can get everything you need close to home?

Get everything from flowers to food, clothing to computers, all in one convenient stop.

Braxton Plaza

Sheridan & Prospect

Our #1 Goal Is Customer

Satisfaction

It's hard to find an automotive repair shop that you can trust. That's why our Customer Guarantee states that you'll always get a complete estimate before any repairs are made, and that our service technicians won't make any repairs without your written approval.

Ace Auto Repair • 3457 Main St. • 555-8824

Say

Bon Voyage

to high prices!

Save big at the Sail Into Spring Sale this Friday, Saturday, and Sunday. You'll find incredible savings on previously reduced clearance merchandise in every department.

Save an additional 20 to 40%

on clothing, housewares, shoes, accessories, outerwear, furniture, linens, foundation garments, and so much more!

FAMOUS PLACE • PLAZA SHOPPING CENTER

Hurry in and check out our new everyday low prices!

We're reducing prices on items in every department from 20 to 50% to save you more.

- Housewares • Cosmetics
- Jewelry • Lingerie • Car Care
- Clothing • Hardware • Shoes
- Electronics • Bed & Bath

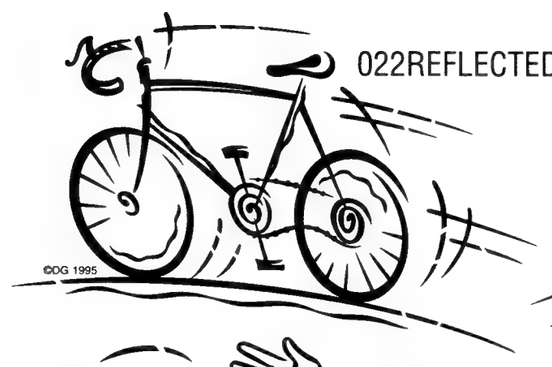
Venturadale-Saxx

982 N. First • M–S 9–10, Sun. 10–5

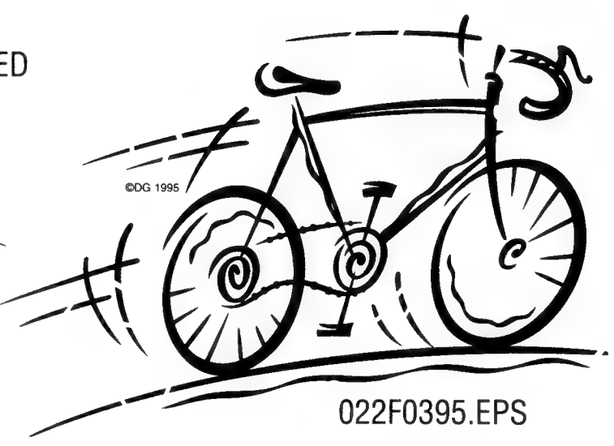
When it comes to cutting prices, *we're on a roll...*

030F0395.EPS

026F0395.EPS



022REFLECTED



022F0395.EPS

023REFLECTED

023F0395.EPS

030REFLECTED

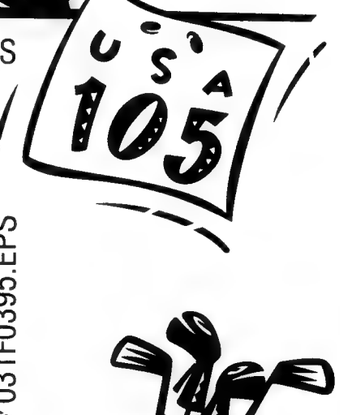
031F0395.EPS

028F0395.EPS

027F0395.EPS

027F0395.EPS

029F0395.EPS



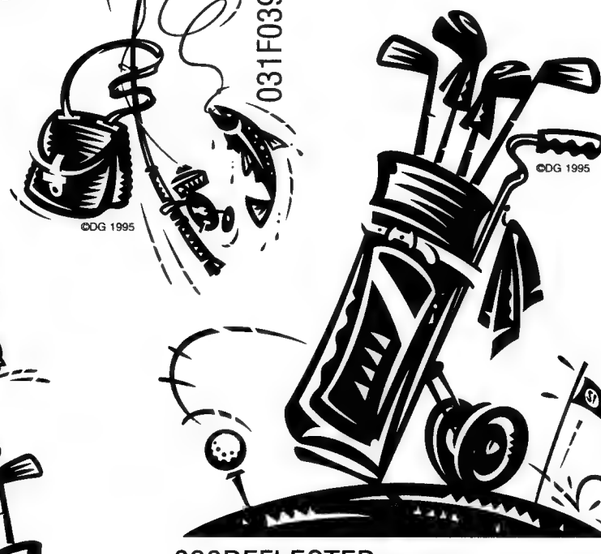
031F0395.EPS

029F0395.EPS

029REFLECTED

027F0395.EPS

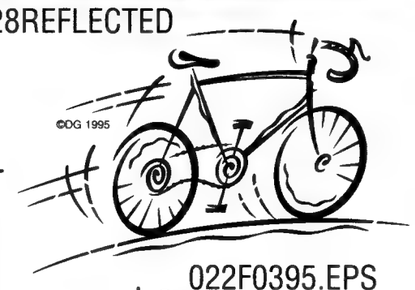
025F0395.EPS



028REFLECTED

025REFLECTED

028F0395.EPS



022F0395.EPS

024REFLECTED

025F0395.EPS

030F395.EPS

026F0395.EPS

026F0395.EPS

024F0395.EPS

024F0395.EPS

Note: Numbers identify images for Electronic PMS subscribers.

HOME IMPROVEMENT SALE

This Saturday & Sunday
Spruce up for spring and save from 20 to 40% on select items in every department storewide.

30% off select bed linens
Famous-maker sheet sets in twin, full, queen, and king.

40% off select bath towels
Luxurious, 100% cotton towels in a rainbow of colors.

20% off select dishes
Stoneware service for four in a variety of charming designs.

25% off select table linens
Tablecloths, placemats, napkins, and table runners.

35% off select housewares
Small kitchen appliances, mixing bowls, utensils, and more.

40% off select electronics
TVs, VCRs, phones, stereos, and answering machines.

30% off select accessories
Beautiful vases, frames, candlesticks, and pictures.

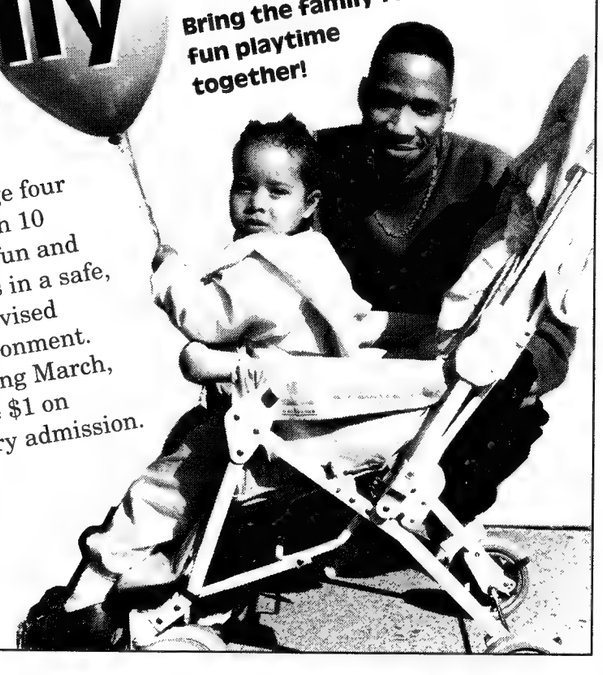
40% off select slipcovers
A variety of styles, colors, and patterns for sofas and chairs.

25% off select draperies
Pre-fabricated window treatments in many styles.

Bergan-Sax
1590 N. Main • **M–S 9–9**

A Family Affair

Bring the family for some fun playtime together!



Parents Get In Free!

Kids age four through 10 enjoy fun and games in a safe, supervised environment. During March, save $1 on every admission.

☆**FunLand**
450 E. Evergreen Dr.
555-8334

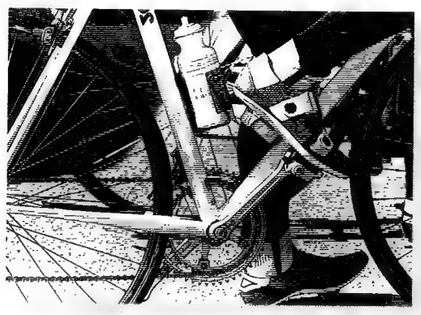
RELAX!
We take the worry out of buying a car
Superior selection, service, and prices are what make this the right place to buy a car. Plus, we offer on-the-spot financing to qualified buyers with interest rates as low as **7.5%**
Anderson Automotive
555-5002 • 200 N. War Memorial

THE EARLY BIRD GETS THE WORM

7 a.m. to 10 a.m.
Saturday, March 11

SAVE AN EXTRA 10%
on all sale merchandise for three big hours only. Does not include fine jewelry, shoes, or fragrances.

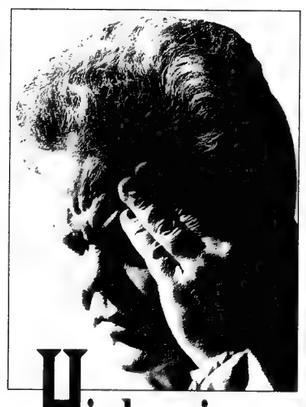
Linda Q. **Boutique**
555-9171 • Finley Square



Gear Up For Spring

Hit the trails this spring with the latest gear and save up to **30%** on selected items.
• Tents • Helmets
• Weights • Gloves
• Clothes • More

Grant Sporting Goods
505 N. Cypress Dr. • 555-5090

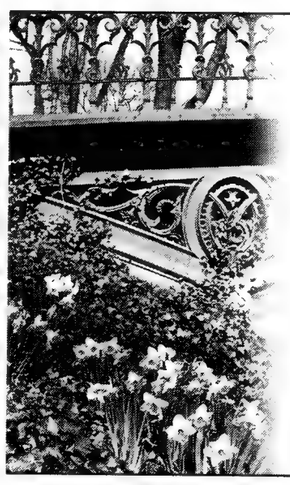


High prices giving you a headache?

You always get the lowest possible price every time with our Price Beater Policy.
GUARANTEED.

FURNITURE M•A•R•T
In Morton Square Plaza
Hours: Mon.–Sat. 9–9, Sun. 12–6

Above: Department store ad combines stylized tools with birdhouse photo for eye-catching results. Tools from this issue reversed out of black boxes on right side of photo; white rules added to anchor them and create contrast.



A Fresh Alternative

Make your home bloom this spring!
If your home needs a new look, then let the interior experts help you design a decor that fits your lifestyle as well as your budget. Call us today.

- Draperies
- Carpets
- Floor Coverings
- Wall Coverings
- Upholstery
- Slip Covers
- Blinds
- Accessories

Baldwin Interiors 200 Lake St. • **555-9003**

"Spring" Dec 92 Clipper

Spring SPECIALS

Join us for two special showings of the latest designer looks for spring on Saturday, March 25th, at 11 a.m. and 2 p.m. While you're here, take advantage of the great price reductions on selected

- suits
- coats
- jackets
- slacks
- blouses
- skirts
- jeans
- dresses
- separates
- accessories
- shoes
- jewelry

❖**Fashions Unlimited**
500 E. Holland • M–S 10–8

Right: To give sense of movement to headline type on shoe store ad, designer italicized 142-point Annlie D Extra Bold "track" in QuarkXPress™ 3.31, reversed it out of a black background, then added three black rules to bottom of type.

Take it from me...

...you'll find the best bargains in the Daily Journal classifieds!
Thousands of people buy and sell merchandise and services through the classifieds every day. Give it a try. Place your ad today. **555-5993**

DAILY JOURNAL

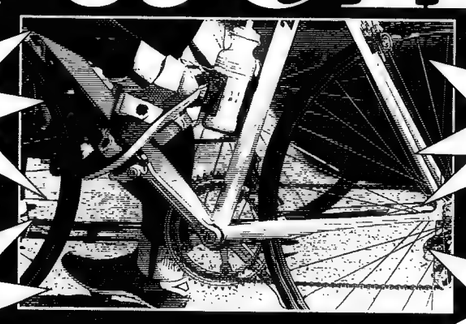
YOU'RE ON THE RIGHT track... ...TO SAVE

10% off all in stock athletic footwear

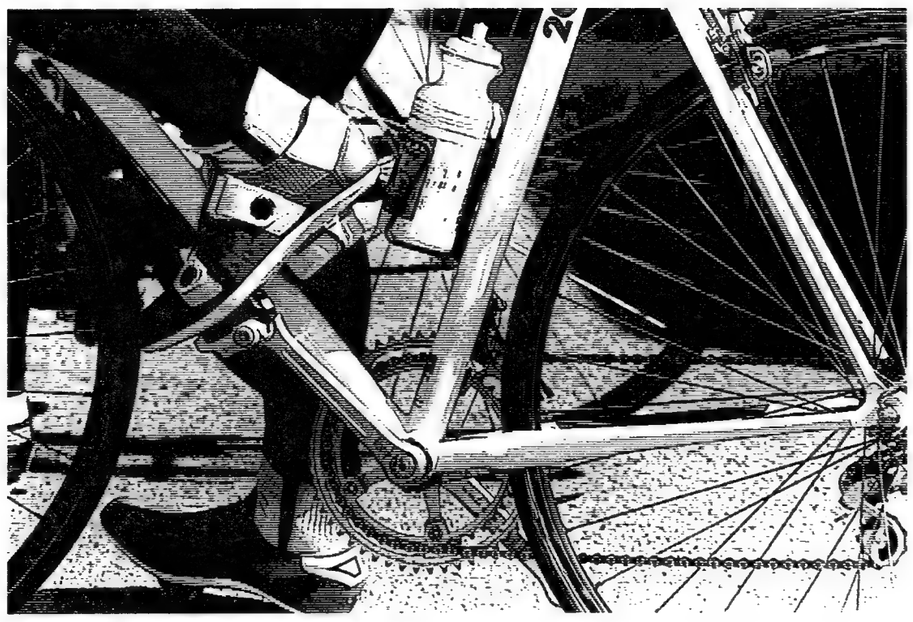
30% off all women's leather dress pumps

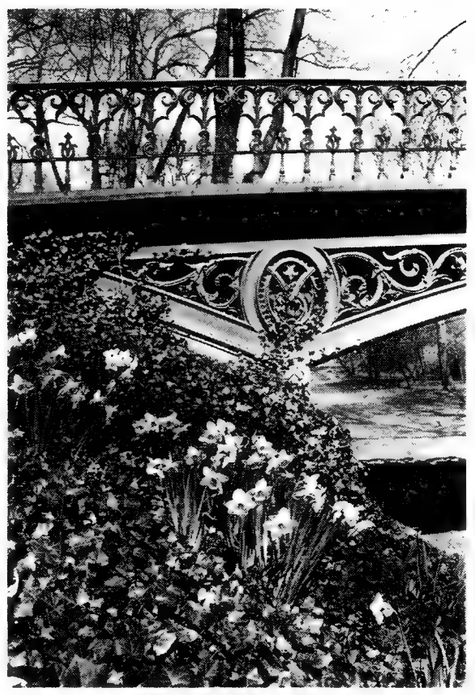
20% off all men's leather dress shoes

20% off all boys' and girls' casual footwear

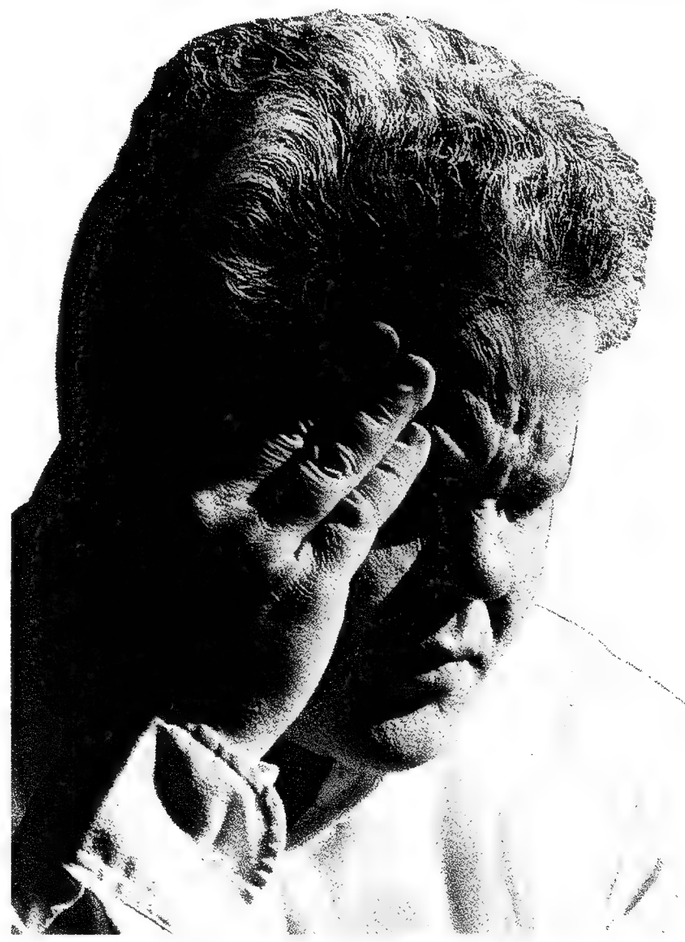


Harding Shoes 1500 Westport Rd • **M–S 9–9**

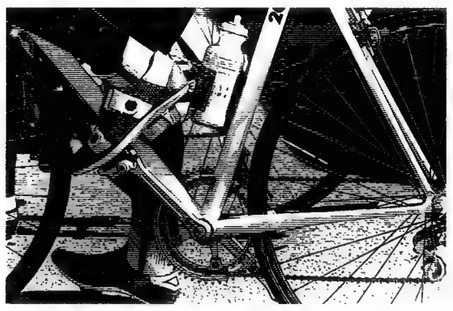


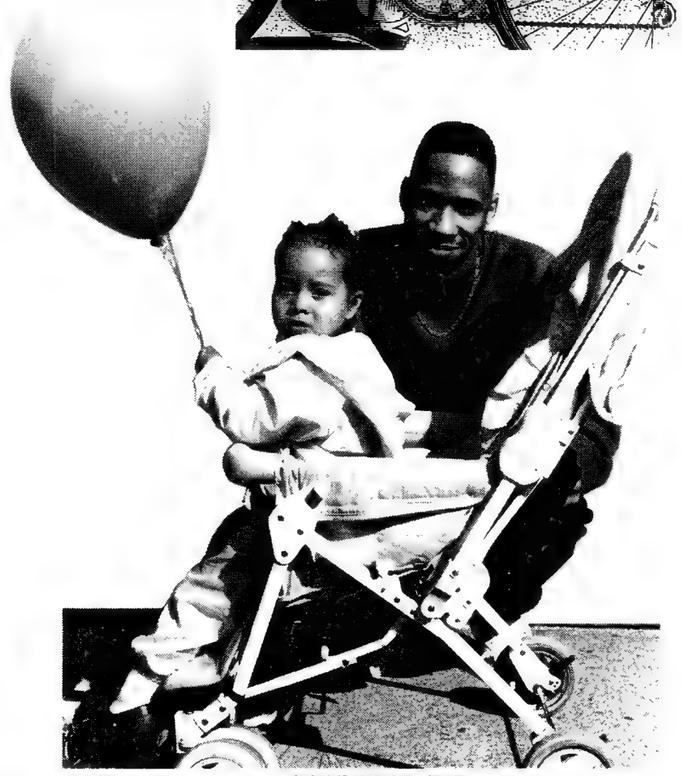


007P0395.TIF



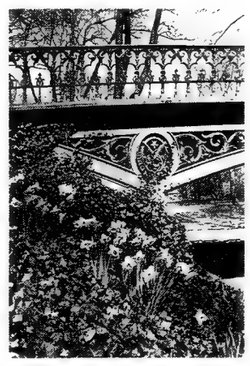
009P0395.TIF



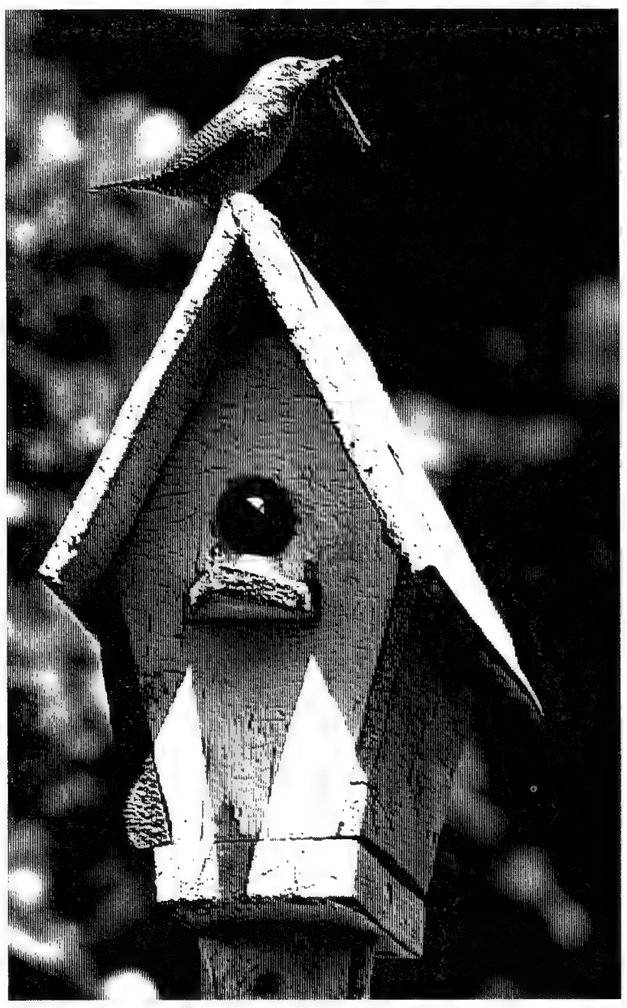


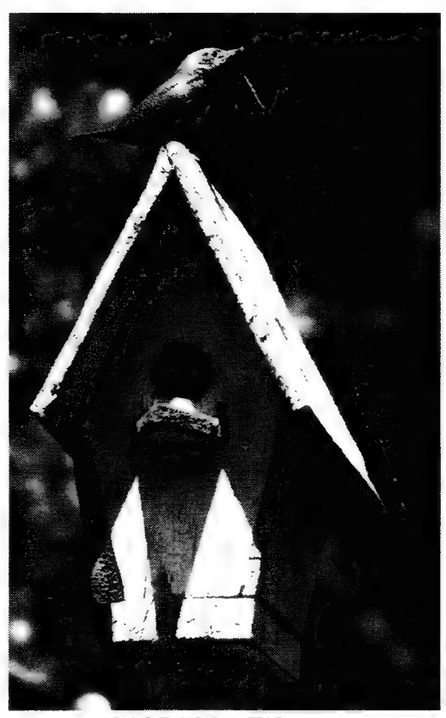
011P0395.TIF

008P0395.TIF

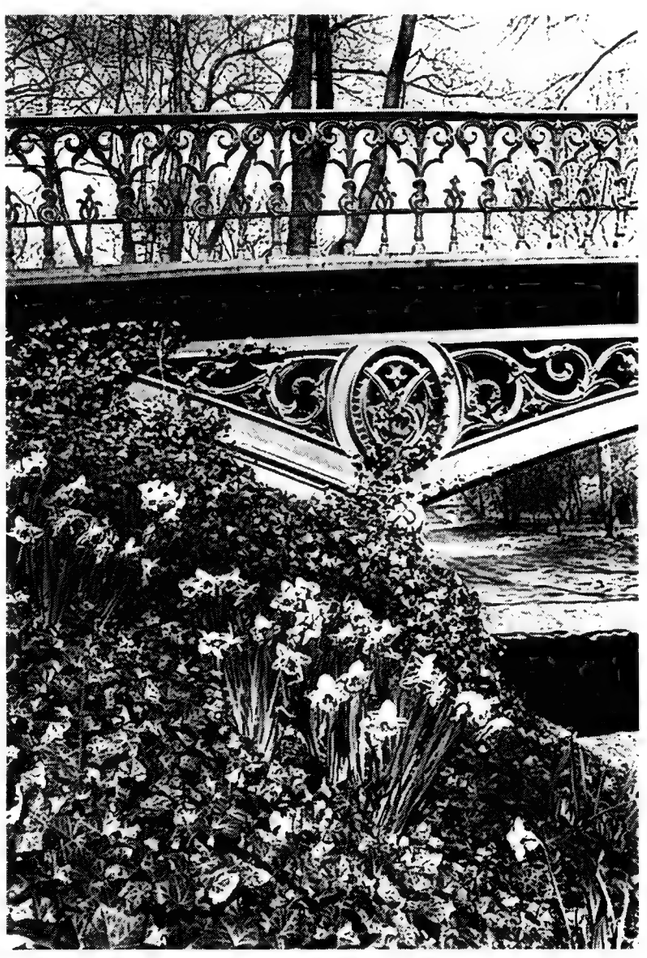


THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.





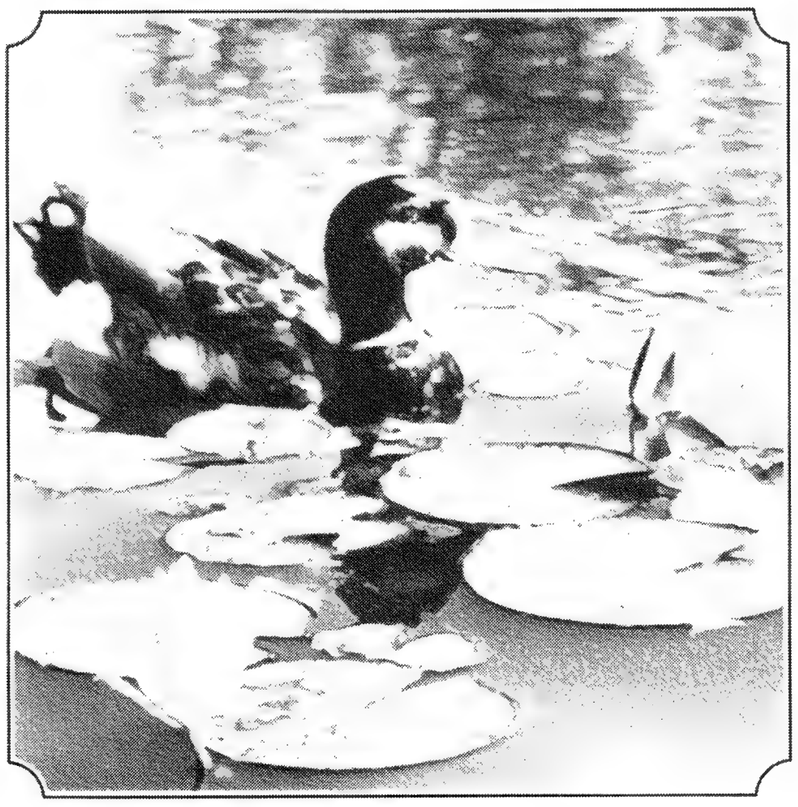
010P0395.TIF



Note: Numbers identify images for Electronic PMS subscribers.

©Dynamic Graphics, Inc. 1995, Peoria, Ill. Print Media Service®

S·P·R·I·N·G



S·A·L·E

Look for incredible values in every department throughout the store this Friday, Saturday, and Sunday from 9 a.m. to 9 p.m. Save from 15 to 40% on the latest men's, women's, boys', and girls' fashions, accessories, shoes, housewares, bedding, luggage, electronics, jewelry, and so much more.

Cunningham and Company

4368 N. Lincoln • M–S 10–9, Sun. 11–6

Headline Mar. 90 Print Media Service

JOIN THE **FUN!**

ST. PAT'S DAY PARTY FRIDAY, MARCH 17

CORNED BEEF AND CABBAGE DINNERS $3.99

• DRINK SPECIALS
• FREE APPETIZERS
• PARTY FAVORS

Open 11 a.m. to 1 a.m. daily

The Golden Door
Bar and Grill
7843 Southwestern Ave.

WOW!

Free small soft drink with every 15-gallon fill-up!

ACE SERVICE STATION
4368 North Ashland

Headline Apr. 91 Print Media Service

Headline Jan. 90 Clipper

At Your Service

Fast food? Forget it! Come enjoy a delicious meal and fast, friendly service in a casual atmosphere. Lunch specials start at just $3.99 each!

The Garden Cafe
2201 W. Main • M–S 8–9

Here's What's Cookin'...

...Delicious Savings at the Annual Spring Clearance Sale!

Save from 10 to 40% on selected spring fashion fabrics and notions, plus save 50% on all Pogue, NuLook, and Konno patterns thru Saturday.

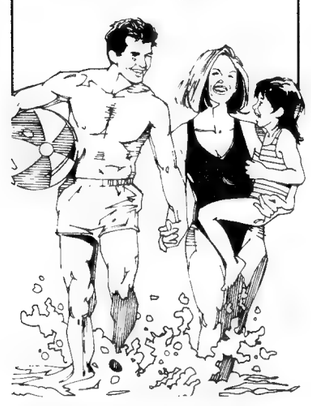
The Fabric Center
3640 Wentworth • M–S 10–9

Headline June 92 Print Media Service

We have it **ALL**

Get the latest looks in swimwear and save up to 30% at the Super Swimsuit Preview Sale this weekend!

ValuMart
In The Gallery Plaza



***Print Media Service* color separations don't have to be printed in full-color.** You can use just one of the plates to print in black or a single color, or use two of the plates to create a duotone. On the tab cover, shown below right, the black plate is printed in black and the red plate is printed in Pantone #320.

COUPON

Look At This Month's Video Rental Special!

Rent two movies at regular price, get your third rental FREE! This offer good through March 31, 1995.

Family Video Rental
9484 Pierson Parkway • 555-3857

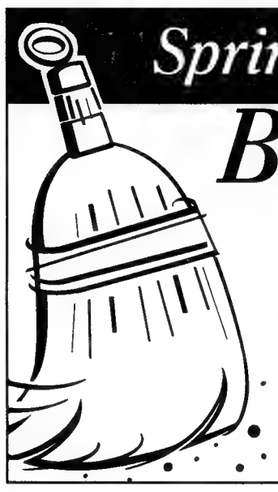
Truckload Sale

Save up to 50% on dishwashers, refrigerators, washers, dryers, and more through Sunday.

BARTONVILLE APPLIANCE CENTER
16395 North Harmon Highway • M–S 9–9

Spring Cleaning

Bargains



Save 10% on *absolutely everything* in the store this Friday and Saturday, March 3rd and 4th.

Vidmar Variety
8485 W. Prospect • M–S 9–7

Inventory REDUCTION Sale

Prices are reduced up to 50% on selected craft supplies!

Great savings on embroidery floss, canvas, paints, brushes, hot glue guns and glue sticks, silk flowers, and more through this Saturday.

Wilson Craft Center
2311 North Wabash

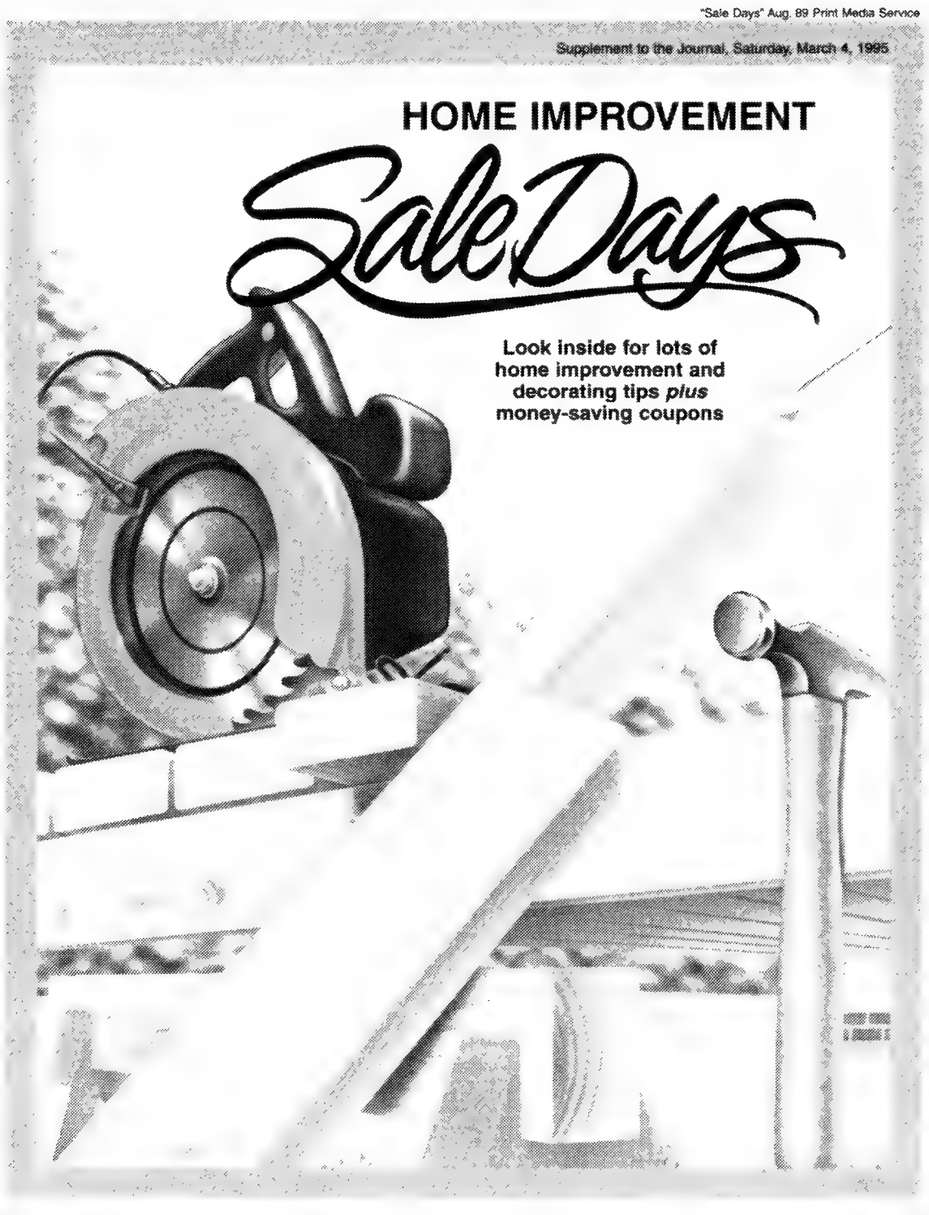
"Sale Days" Aug. 89 Print Media Service

Supplement to the Journal, Saturday, March 4, 1995

HOME IMPROVEMENT

Sale Days

Look inside for lots of home improvement and decorating tips *plus* money-saving coupons



Headline Oct. 90 Clipper

Take a Break

Our Weekend Packages make it easy for you to get away from it all. Start planning your escape. Call 555-4500 today.

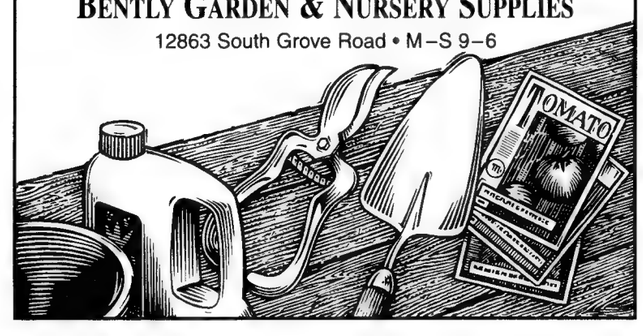
Gardner Travel
1853 West Washington

Spring IS IN THE AIR

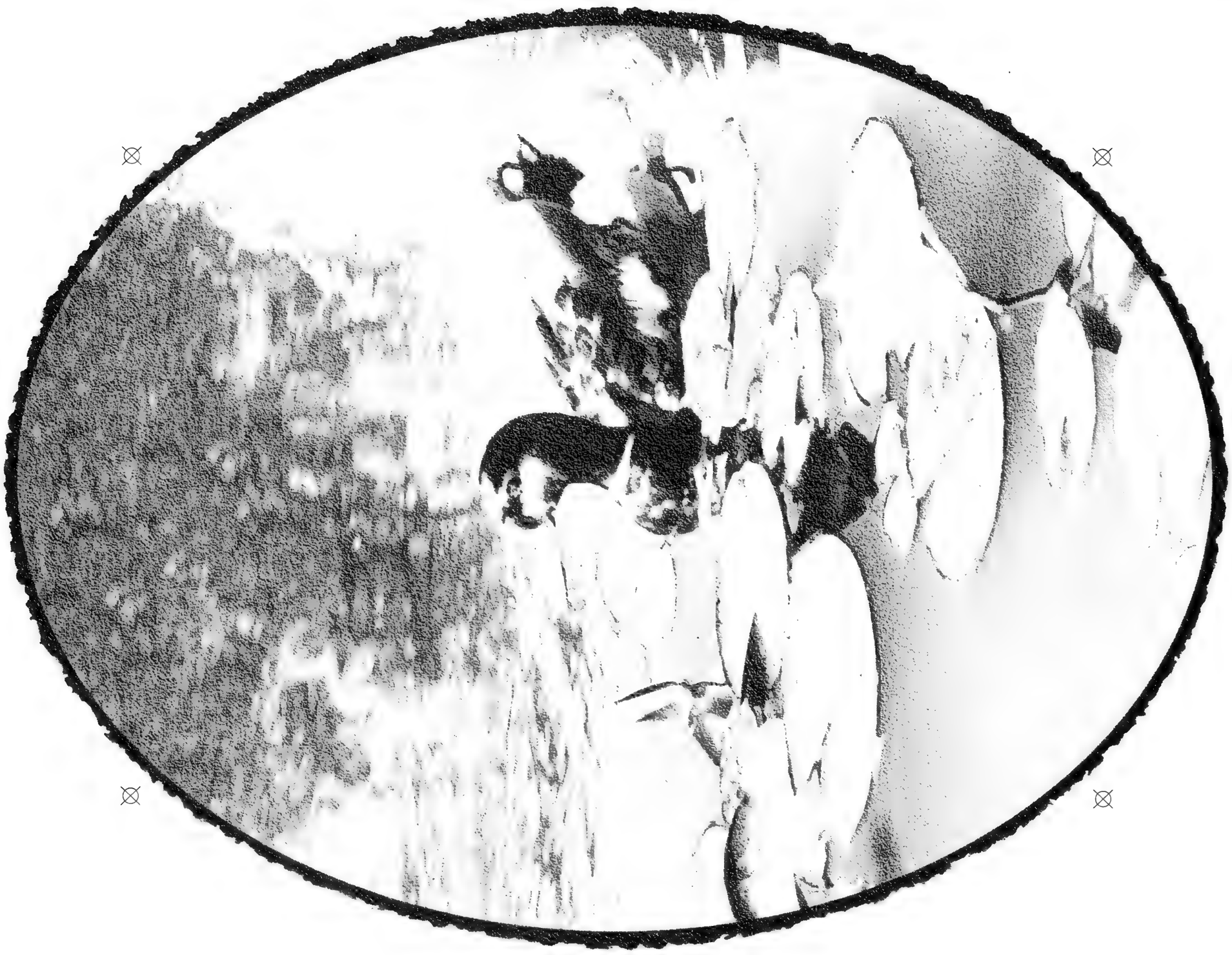
Stock Up At The Annual Spring Gardening Sale

• Tools • Bulbs • Shrubs • Fertilizers • Plants
• Flower and Vegetable Seeds • Grass Seed
• Fish Pond Plants and Supplies • Fountains

BENTLY GARDEN & NURSERY SUPPLIES
12863 South Grove Road • M–S 9–6



Headline Mar. 88 Print Media Service



BLACK PLATE

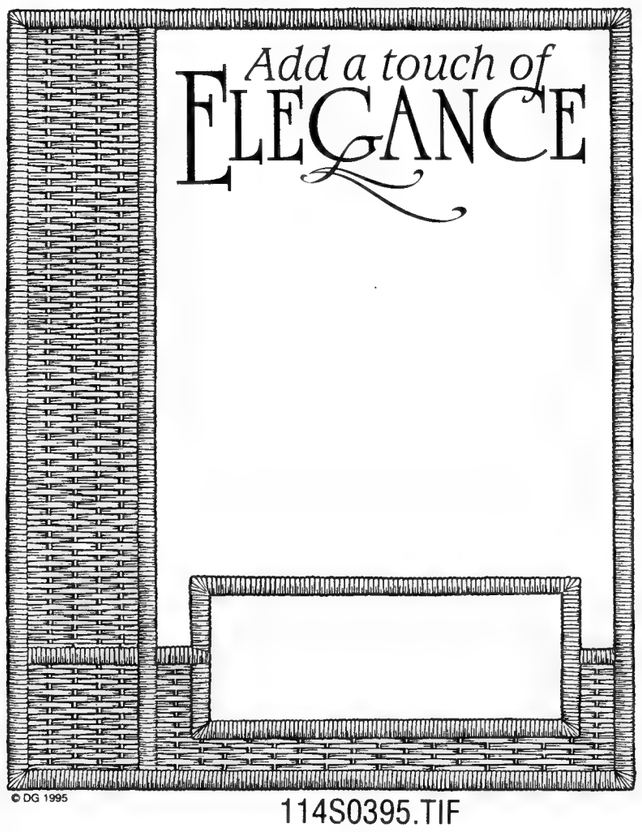
003D0395.EPS (Large Format)
004D0395.EPS (Small Format)
004P0395.TIF (Gray Scale)

COLOR PLATE

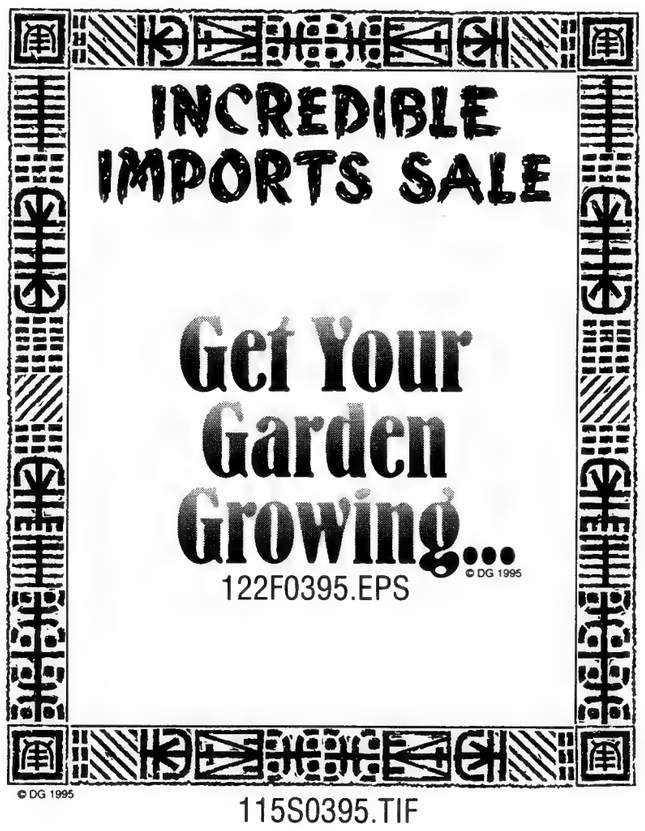
Note: Numbers identify images for Electronic PMS subscribers.

©Dynamic Graphics, Inc. 1995, Peoria, Ill. Print Media Service®

INCREDIBLE IMPORTS SALE



© DG 1995
114S0395.TIF



© DG 1995
122F0395.EPS
115S0395.TIF

INCREDIBLE IMPORTS SALE

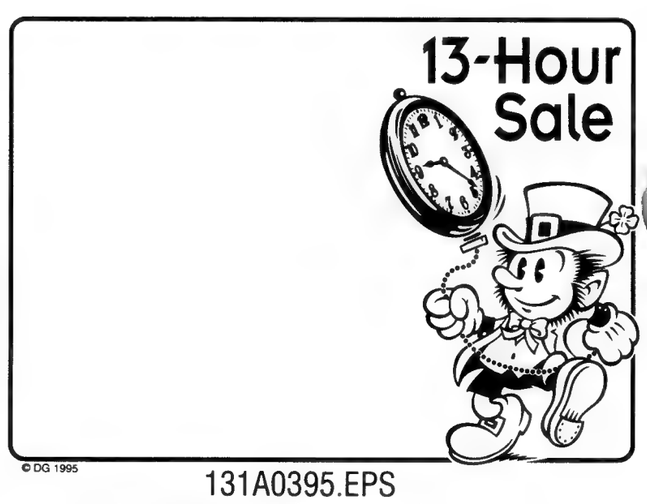
081L0395.TIF

© DG 1995

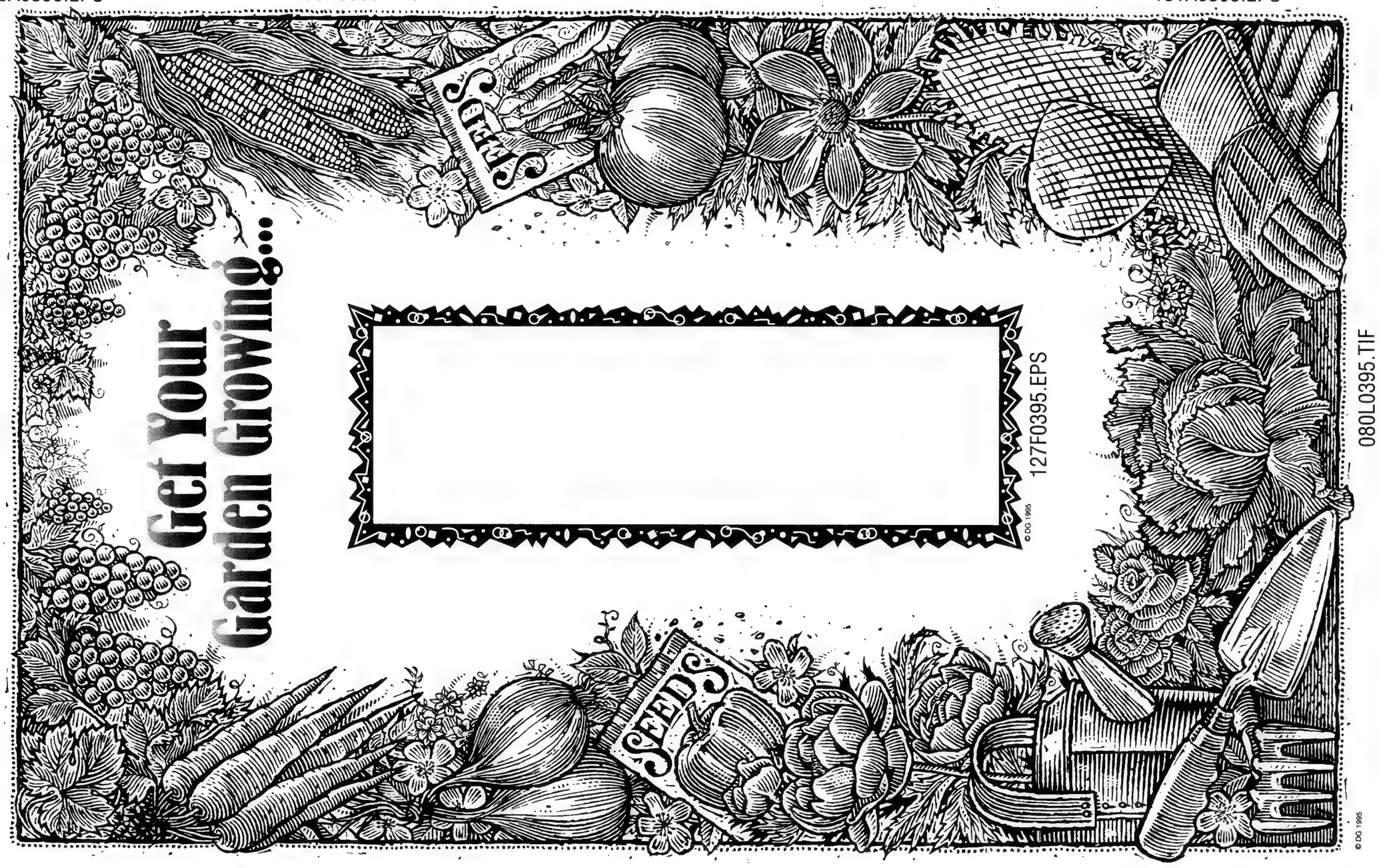
© DG 1995
128A0395.EPS

© DG 1995
129A0395.EPS

© DG 1995
130A0395.EPS

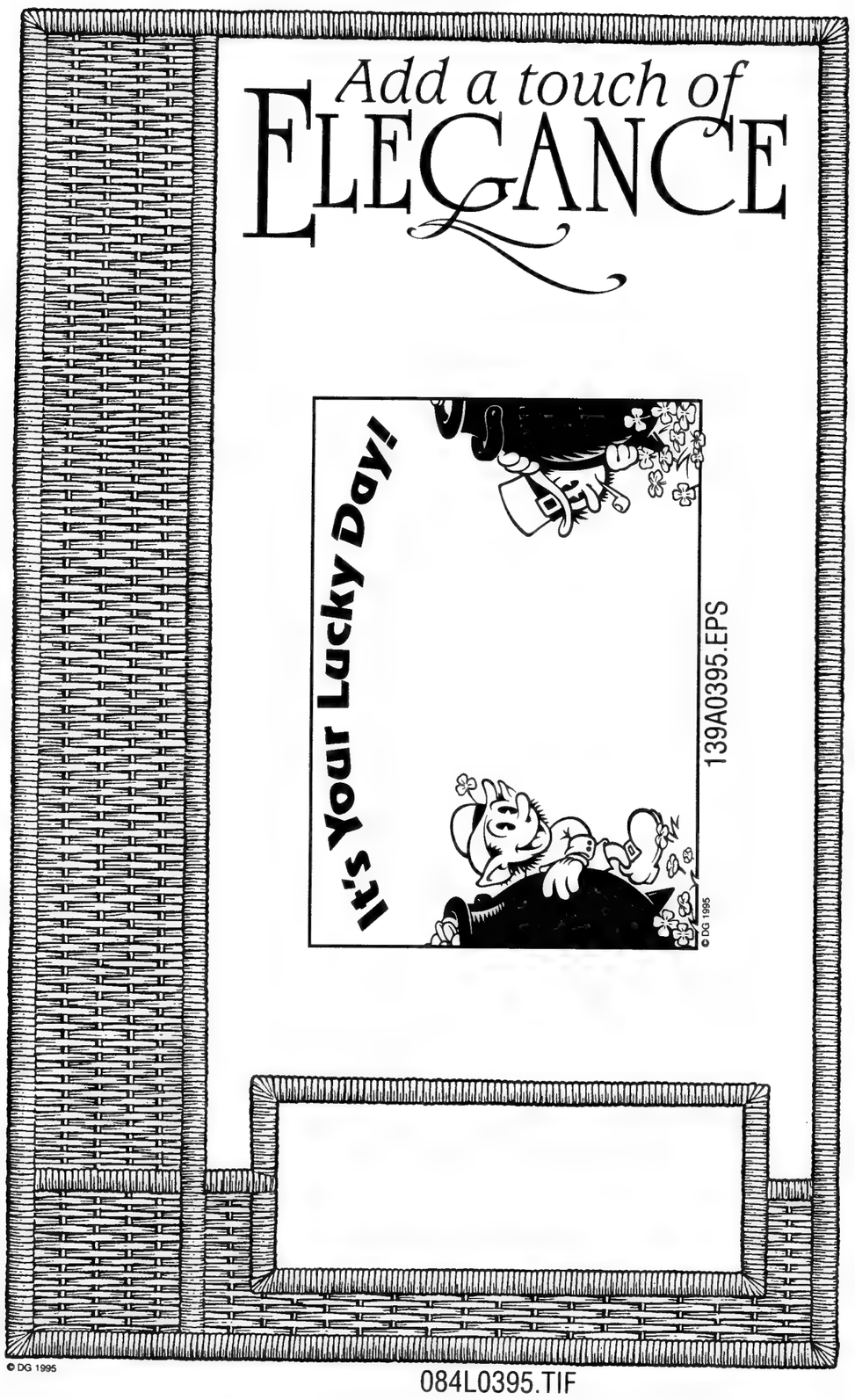


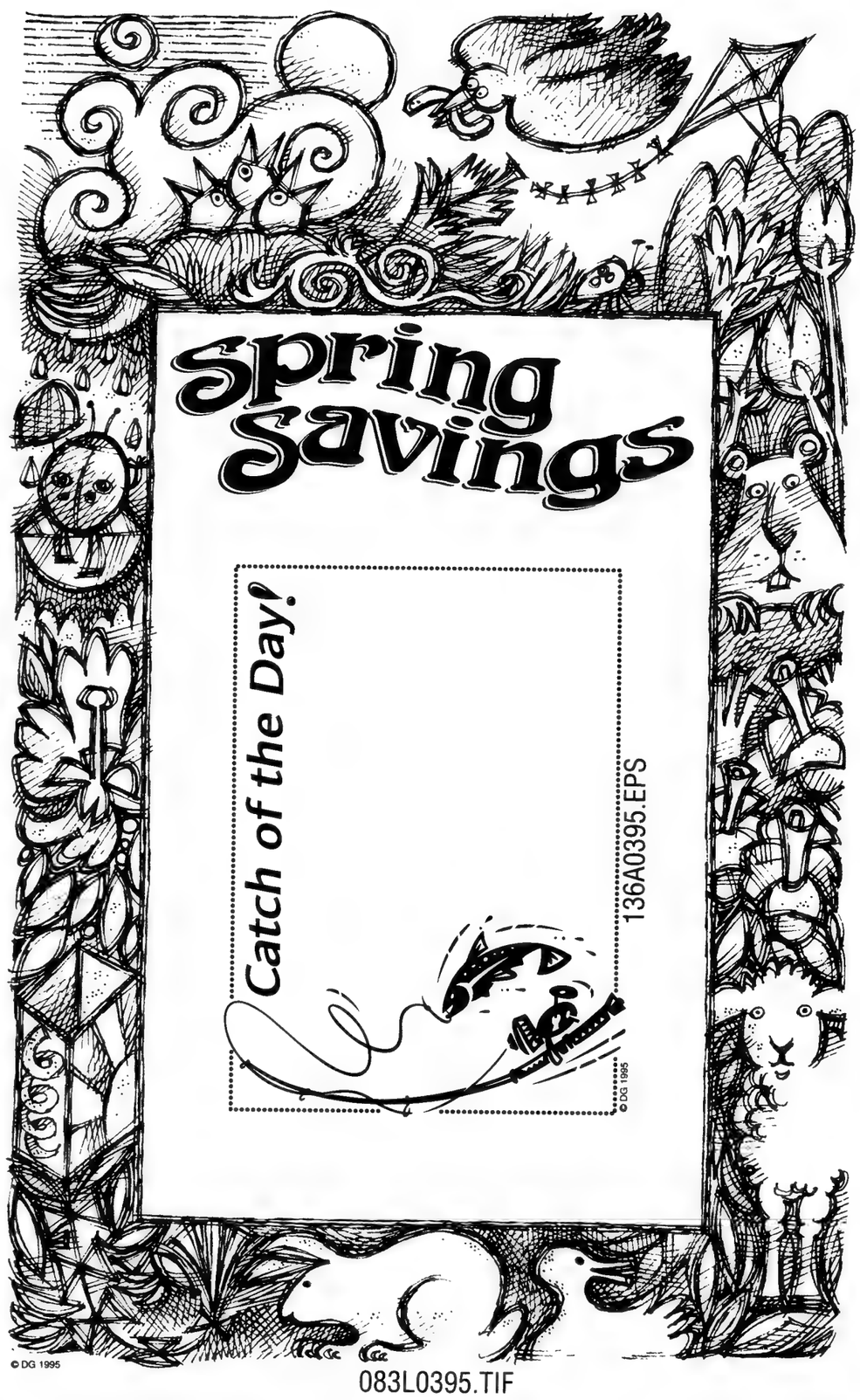
© DG 1995
131A0395.EPS

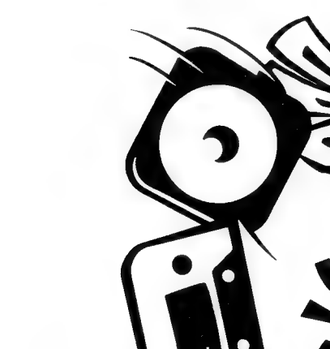


© DG 1995
127F0395.EPS
080L0395.TIF

Note: Numbers identify images for Electronic PMS subscribers.



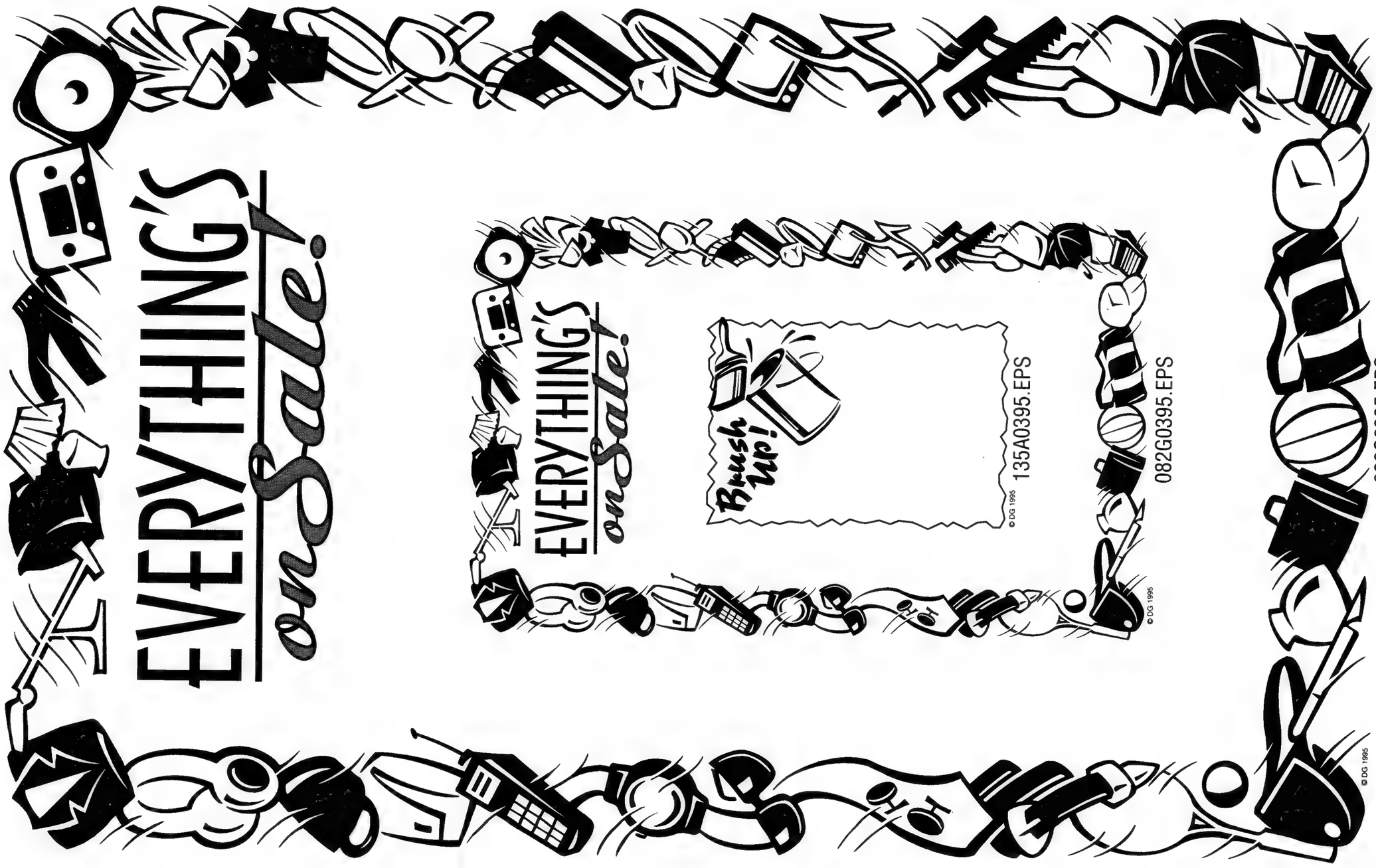




140F0395.EPS

116F0395.TIF

119F0395.EPS



Inventory Reduction

© DG 1995

134A0395.EPS

085S0395.TIF

© DG 1995

MONEY Saving COUPONS

© DG 1995

133A0395.EPS

080S0395.TIF

© DG 1995

Swing Into Spring

132A0395.EPS

© DG 1995

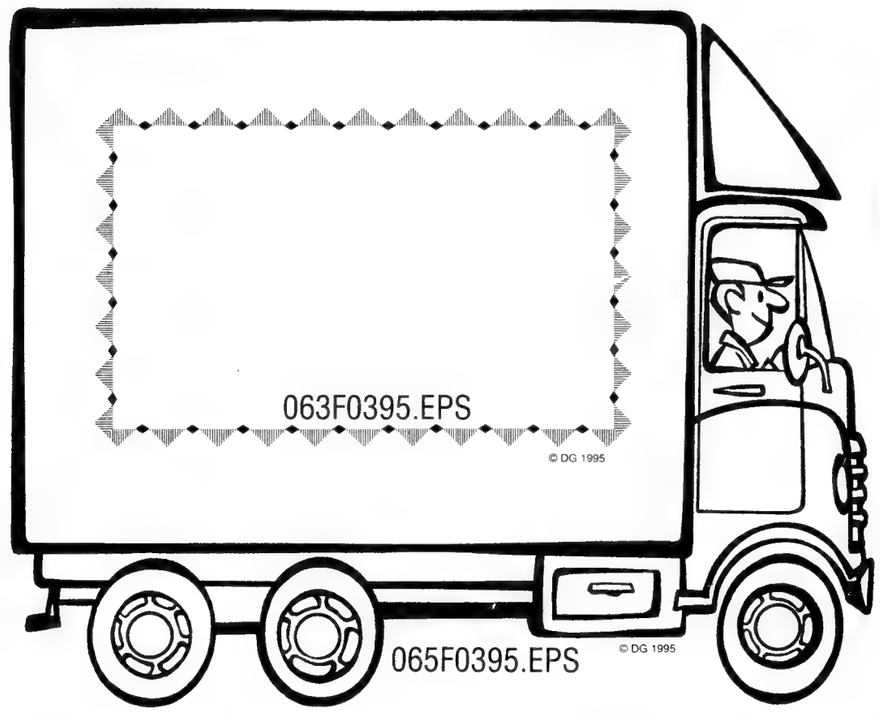
© DG 1995

085L0395.TIF

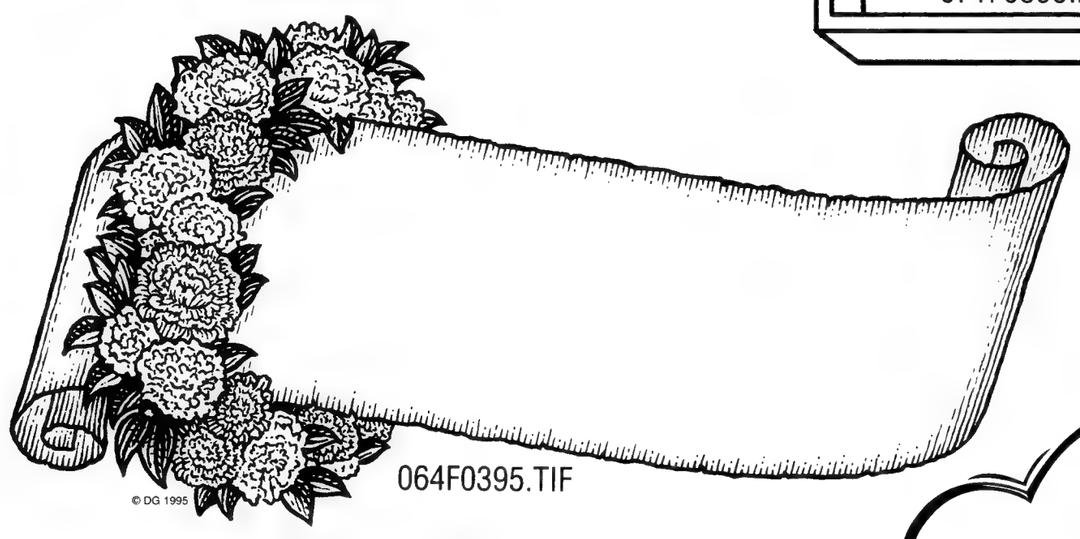
INCREDIBLE
PRICE
BREAKTHROUGH
© DG 1995
086S0395.TIF
INCREDIBLE
PRICE
BREAKTHROUGH
EVERYTHING'S
on Sale!
124F0395.EPS
© DG 1995
083S0395.TIF
Spring Savings
Get Your
Garden
Growing...
122F0395.EPS
© DG 1995
INCREDIBLE
PRICE
BREAKTHROUGH
123F0395.EPS
© DG 1995
086L0395.TIF
© DG 1995
© DG 1995
125F0395.TIF
126F0395.EPS

066F0395.EPS
© DG 1995
065F0395.EPS
© DG 1995
063F0395.EPS
© DG 1995

069F0395.EPS
© DG 1995
066F0395.EPS
© DG 1995

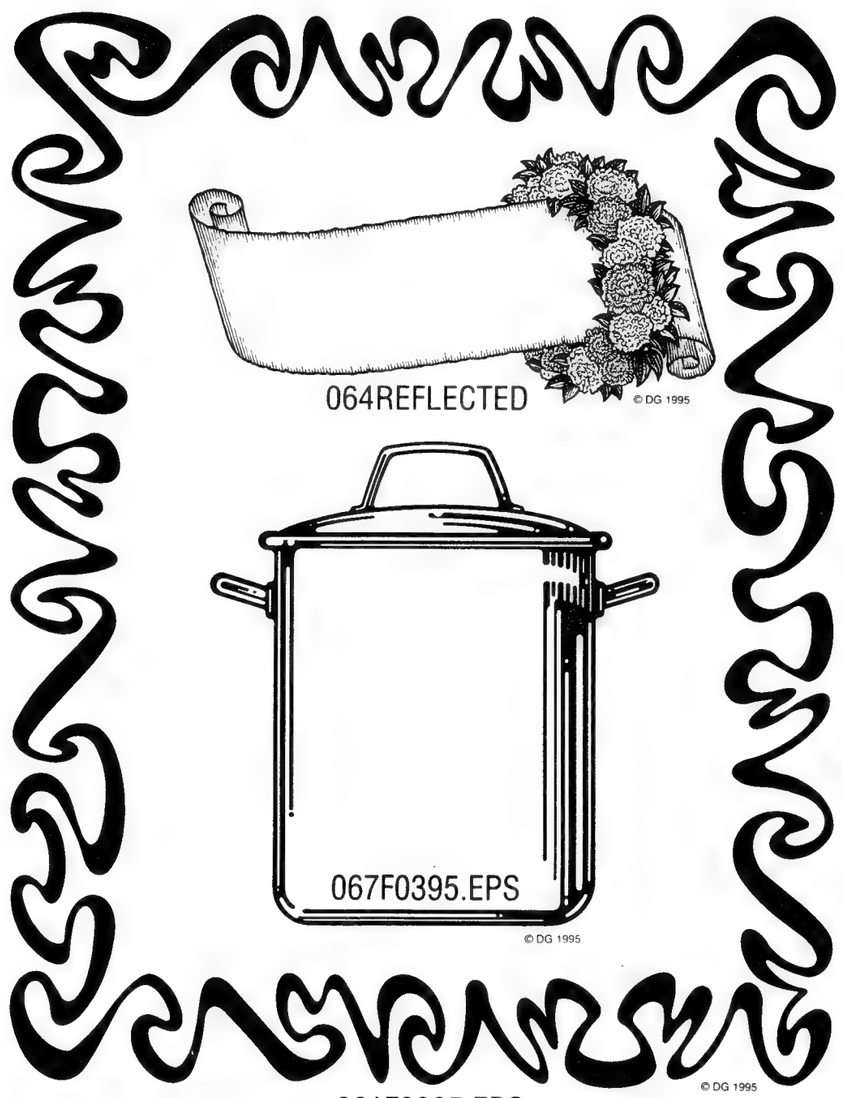

063F0395.EPS
© DG 1995
065F0395.EPS
© DG 1995

071F0395.EPS
© DG 1995

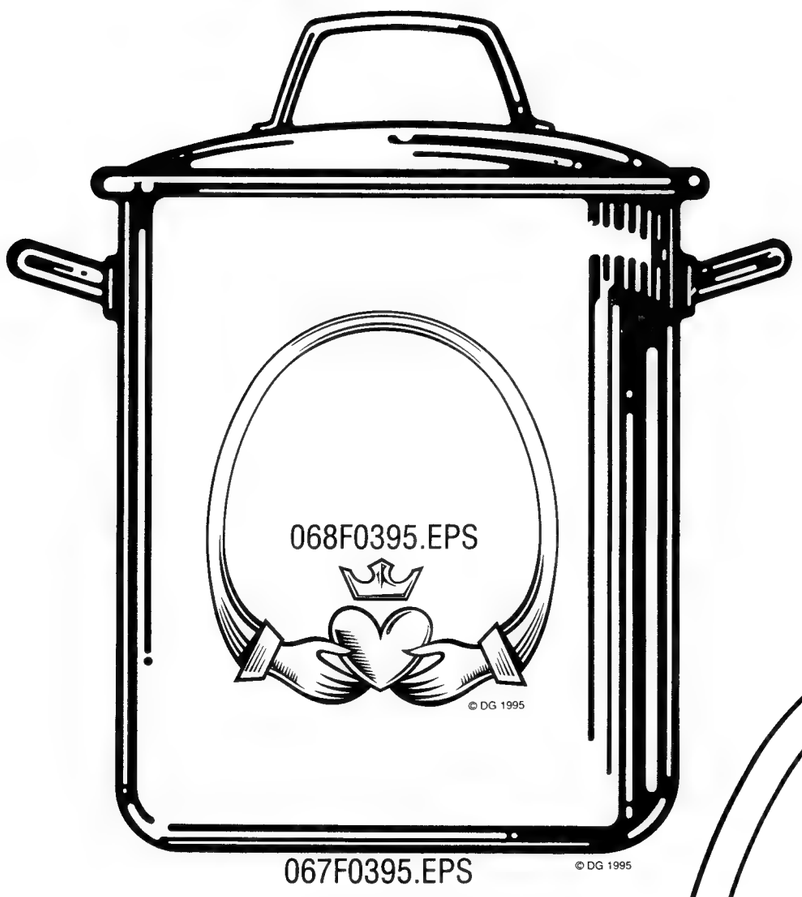

© DG 1995
064F0395.TIF

© DG 1995
070REFLECTED

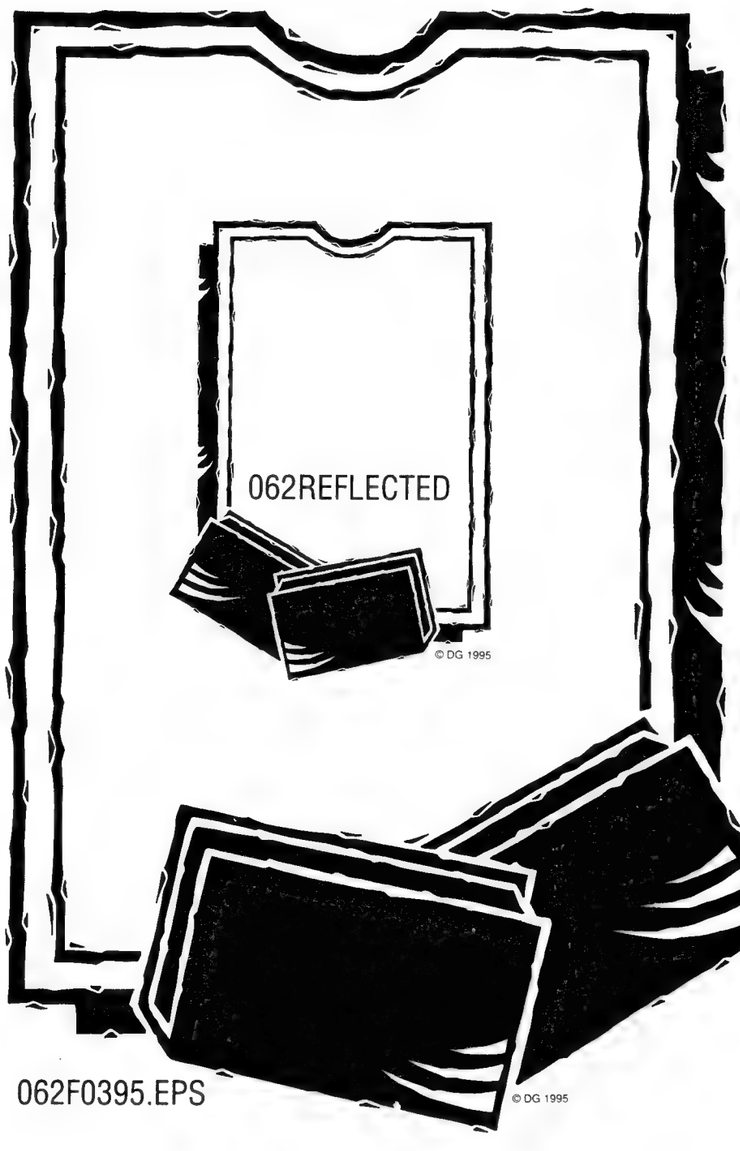
064REFLECTED
© DG 1995

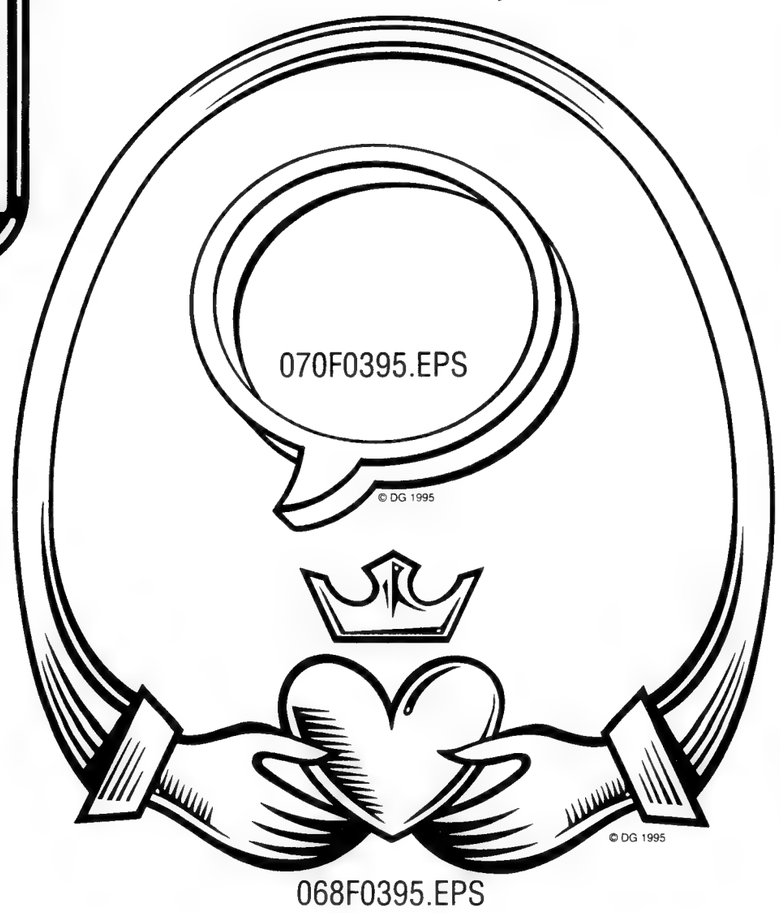

067F0395.EPS
© DG 1995
061F0395.EPS
© DG 1995

067F0395.EPS
© DG 1995


068F0395.EPS
© DG 1995
067F0395.EPS
© DG 1995

© DG 1995
069F0395.EPS


062REFLECTED
© DG 1995
062F0395.EPS
© DG 1995


070F0395.EPS
© DG 1995
068F0395.EPS
© DG 1995

© DG 1995
071REFLECTED
061F0395.EPS
© DG 1995

079F0395.EPS

078F0395.EPS

073F0395.EPS

118F0395.EPS

118F0395.EPS

072F0395.EPS

142F0395.EPS

077F0395.EPS

072F0395.EPS

072F0395.EPS

079F0395.EPS

117F0395.EPS

073F0395.EPS

079F0395.EPS

142F0395.EPS

078F0395.EPS

076F0395.EPS

075F0395.EPS

074F0395.EPS

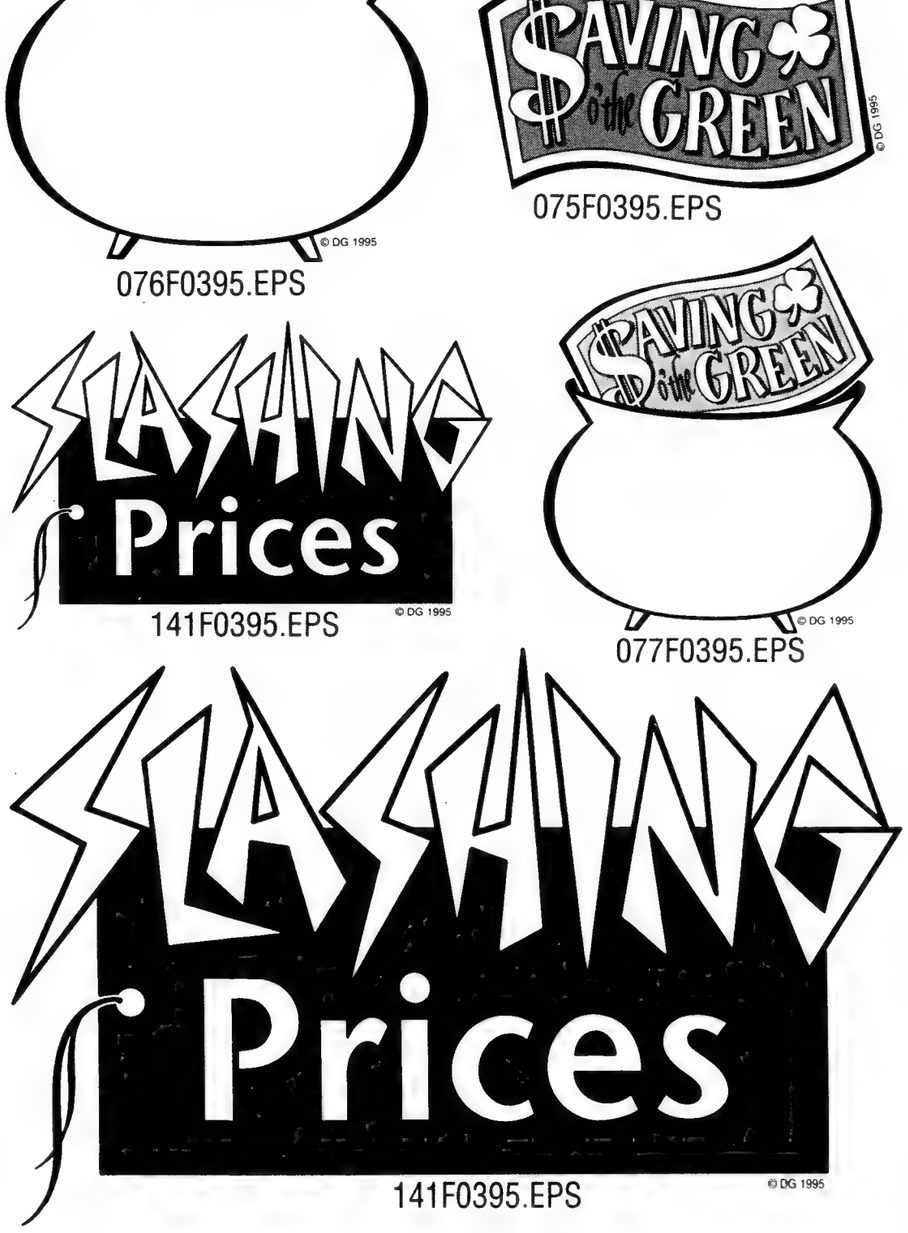
075F0395.EPS

141F0395.EPS

077F0395.EPS

073F0395.EPS

142F0395.EPS

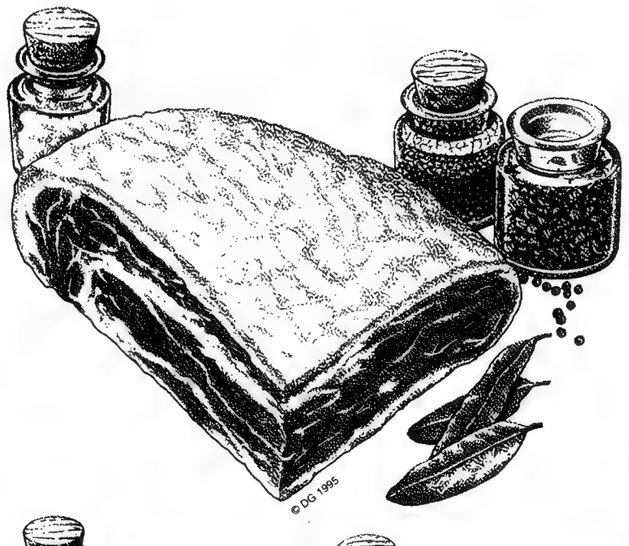


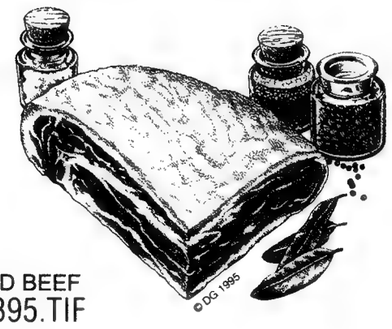
141F0395.EPS

141F0395.EPS

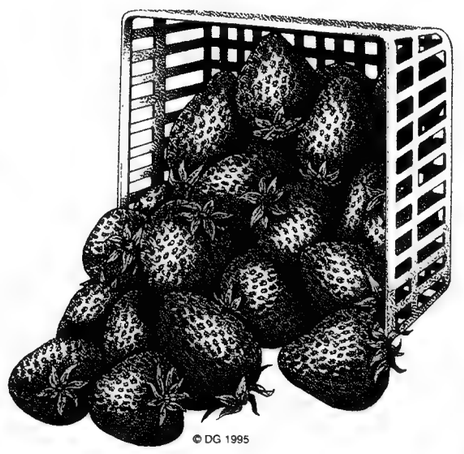
079F0395.EPS

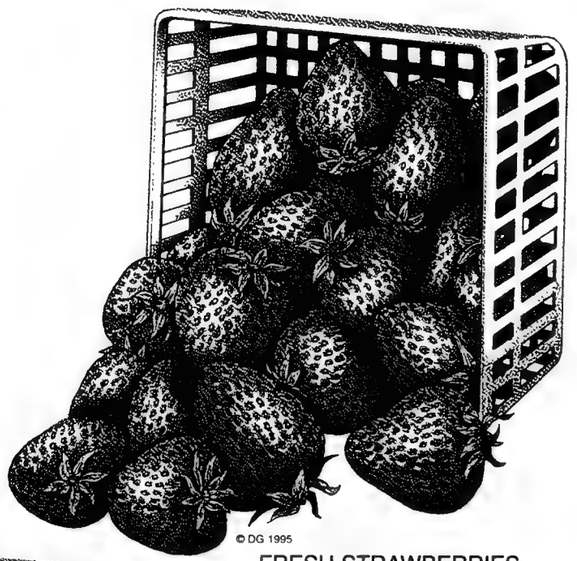
Note: Numbers identify images for Electronic PMS subscribers.

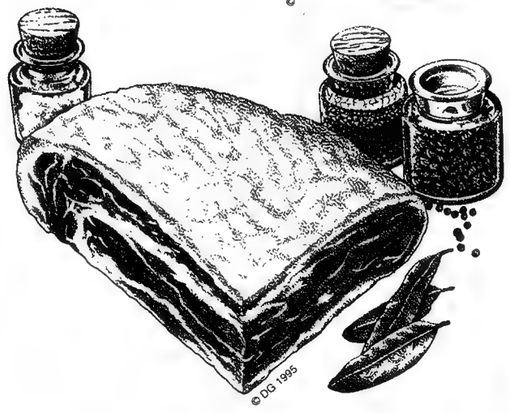


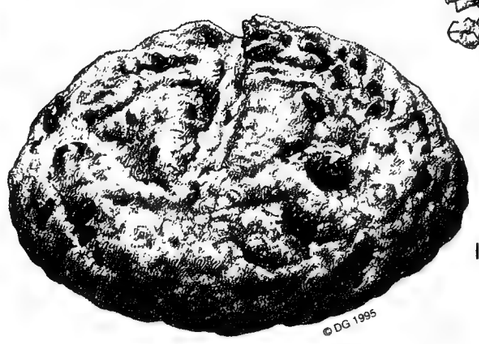


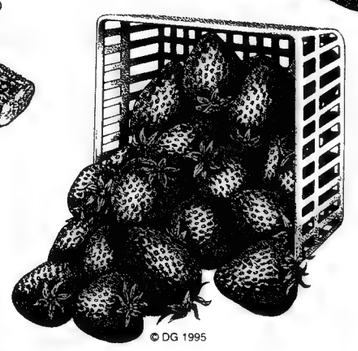
CORNED BEEF
100F0395.TIF

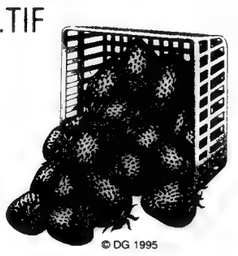




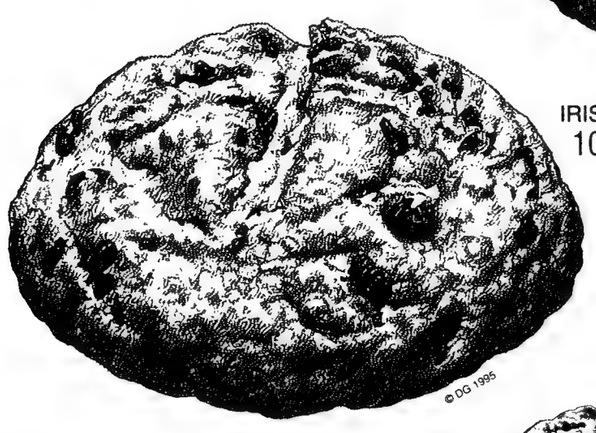




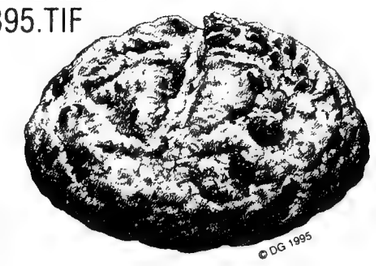




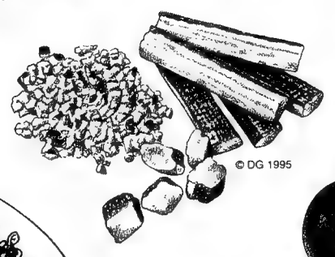
FRESH STRAWBERRIES
103F0395.TIF

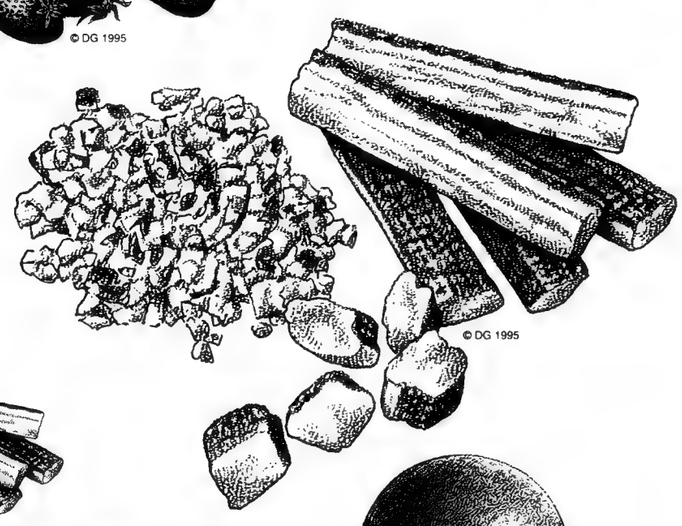


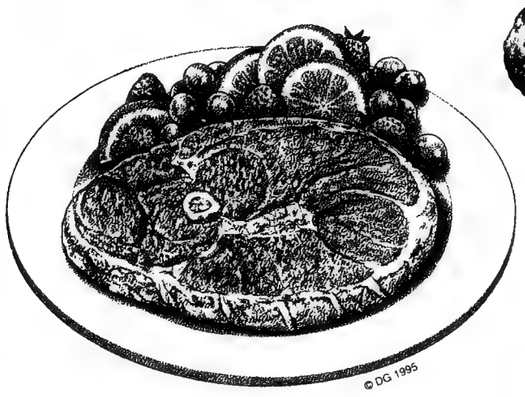
IRISH SODA BREAD
101F0395.TIF

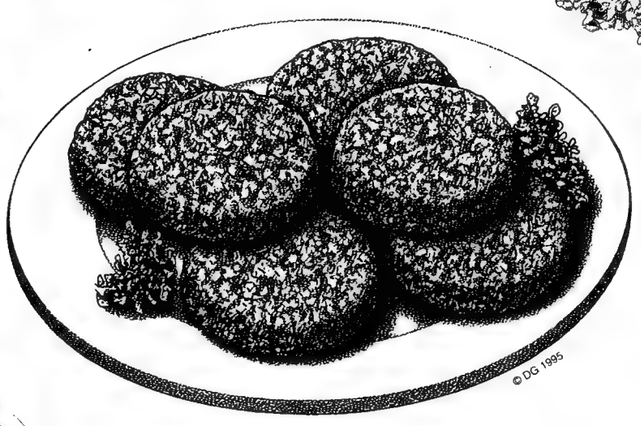


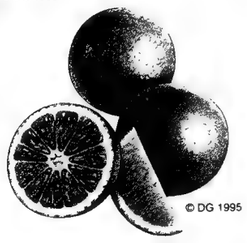
IMITATION CRAB STICKS, FLAKES & CHUNKS
105F0395.TIF

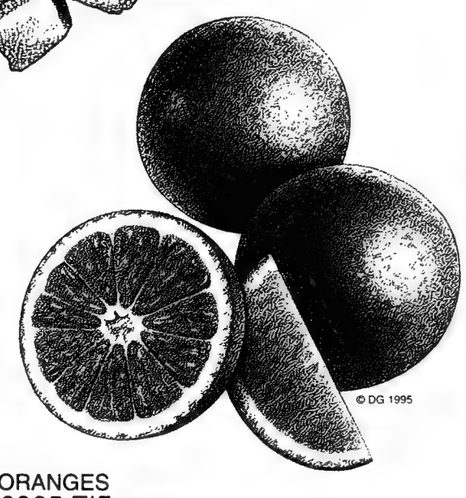




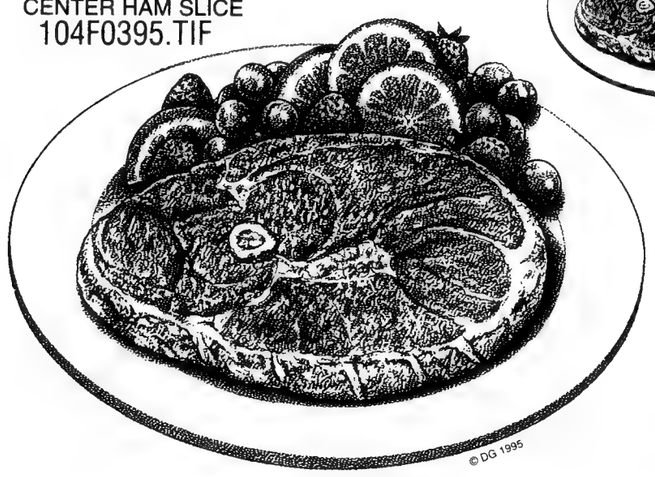


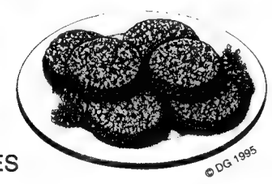




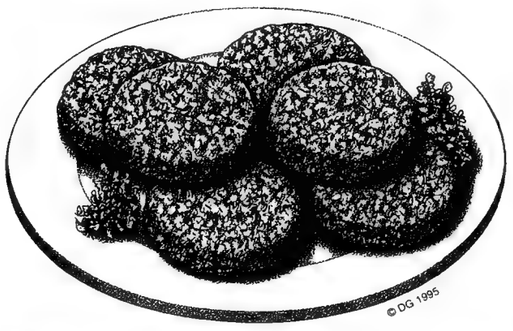


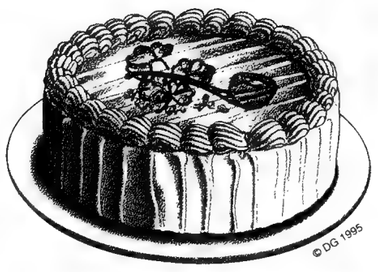
CENTER HAM SLICE
104F0395.TIF

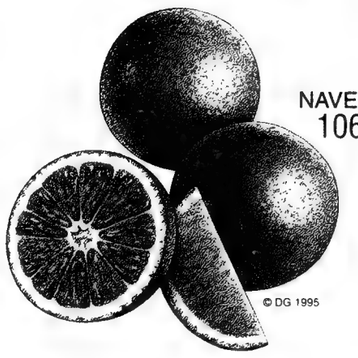




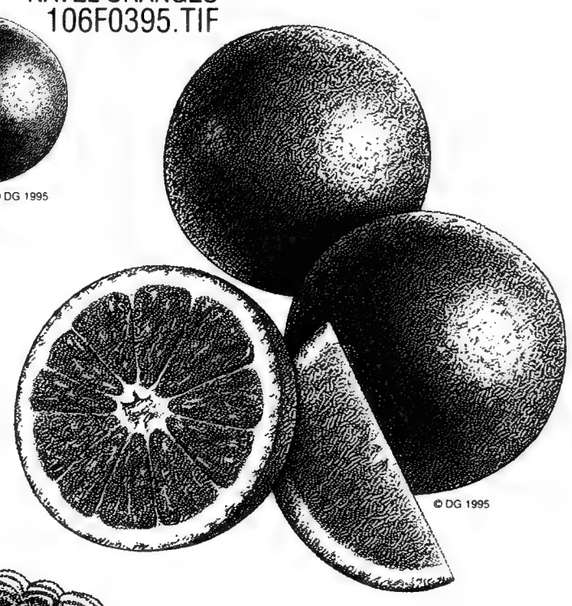
102F0395.TIF
GROUND SIRLOIN PATTIES

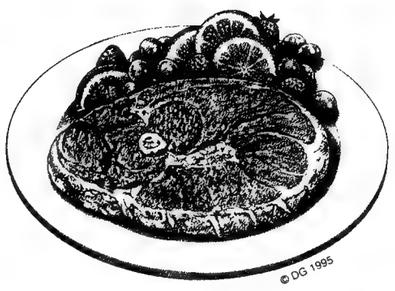


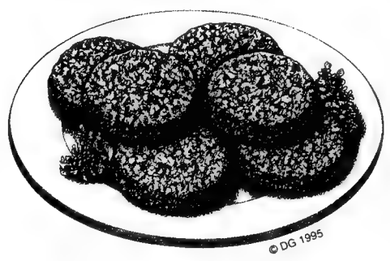


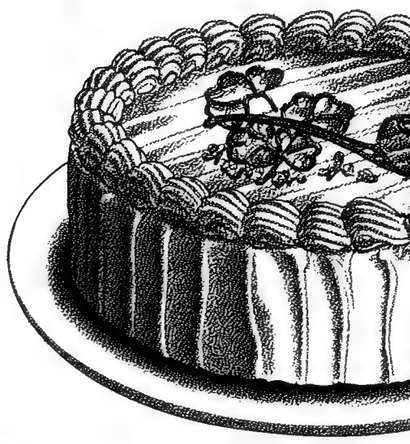


NAVEL ORANGES
106F0395.TIF



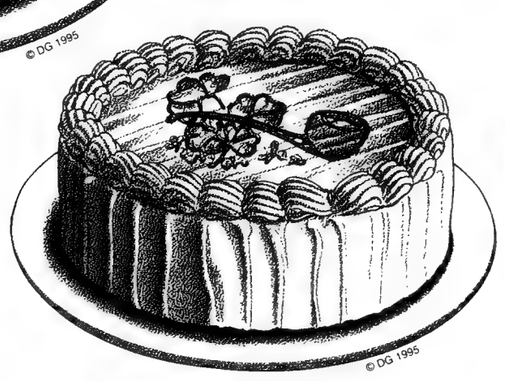






098F0395.TIF
FROSTED LAYER CAKE

CABBAGE
099F0395.TIF



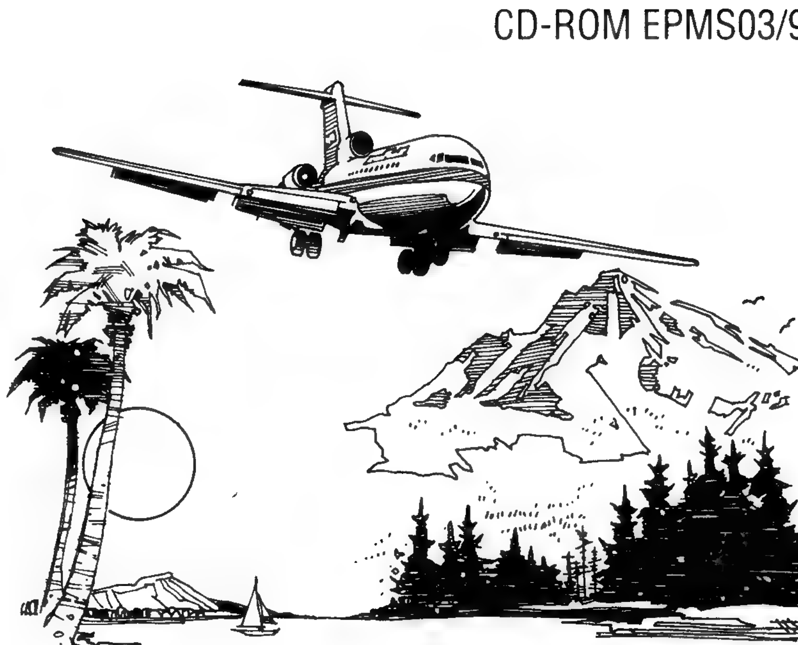
087F0395.TIF

094F0395.TIF

097F0395.TIF

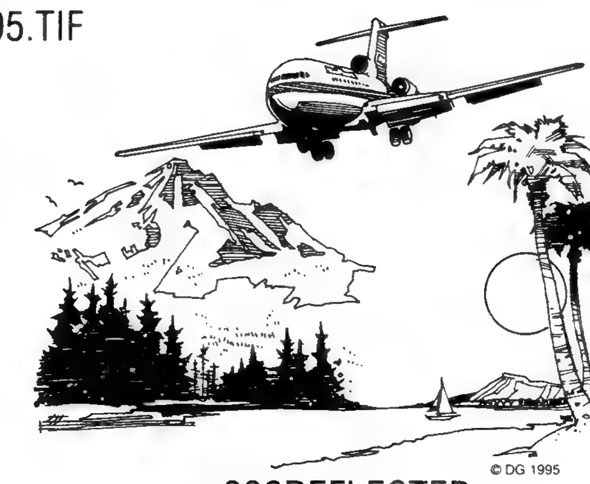
089F0395.TIF

092F0395.TIF


096F0395.TIF

092F0395.TIF

094F0395.TIF


096REFLECTED

090REFLECTED

087REFLECTED

092REFLECTED

088F0395.TIF

096F0395.TIF

087F0395.TIF

093F0395.TIF

088F0395.TIF

091REFLECTED

097REFLECTED

093F0395.TIF

091F0395.TIF

095REFLECTED

094REFLECTED

089F0395.TIF

090F0395.TIF

091F0395.TIF

090F0395.TIF

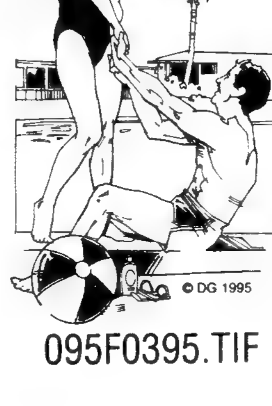
095F0395.TIF

093REFLECTED

097F0395.TIF

089F0395.TIF

088F0395.TIF


095F0395.TIF

Note: Numbers identify images for Electronic PMS subscribers.

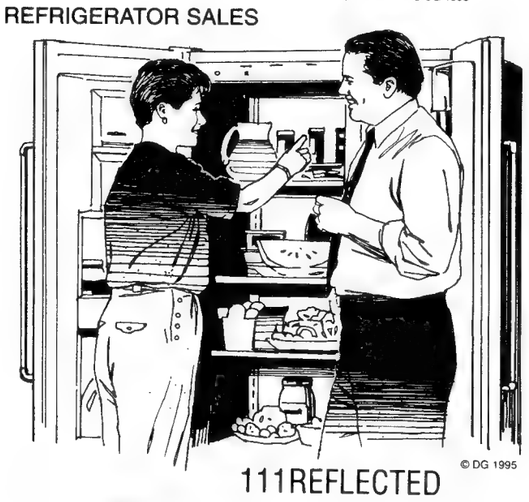
BUSINESS & COMMERCE

An ongoing series depicting the workings of the busine and professional community. If you have the need for specific business or commerce illustration, please contac us. We appreciate your suggestions!

111F0395.TIF

111F0395.TIF

REFRIGERATOR SALES

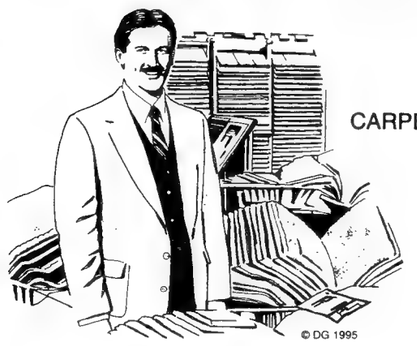


111REFLECTED

108REFLECTED

107F0395.TIF

110F0395.TIF



CARPET SALES

108F0395.TIF

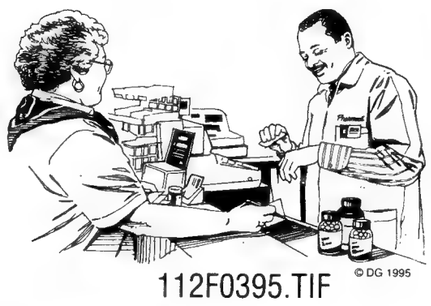
108F0395.TIF

107F0395.TIF

110F0395.TIF

OFFICE FURNITURE

110REFLECTED

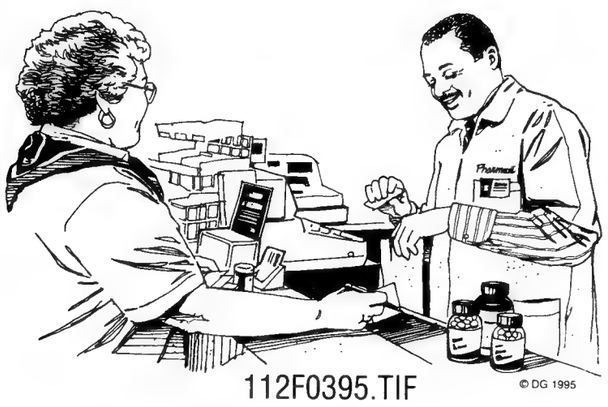


112F0395.TIF

107F0395.TIF

PHARMACY

112F0395.TIF



112F0395.TIF

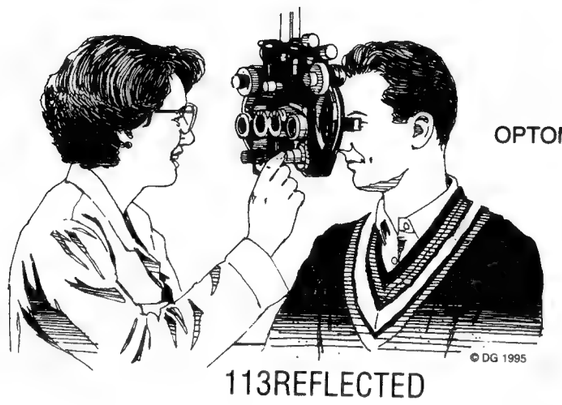
109F0395.TIF

109F0395.TIF

113F0395.TIF

TRAVEL AGENCY

109F0395.TIF



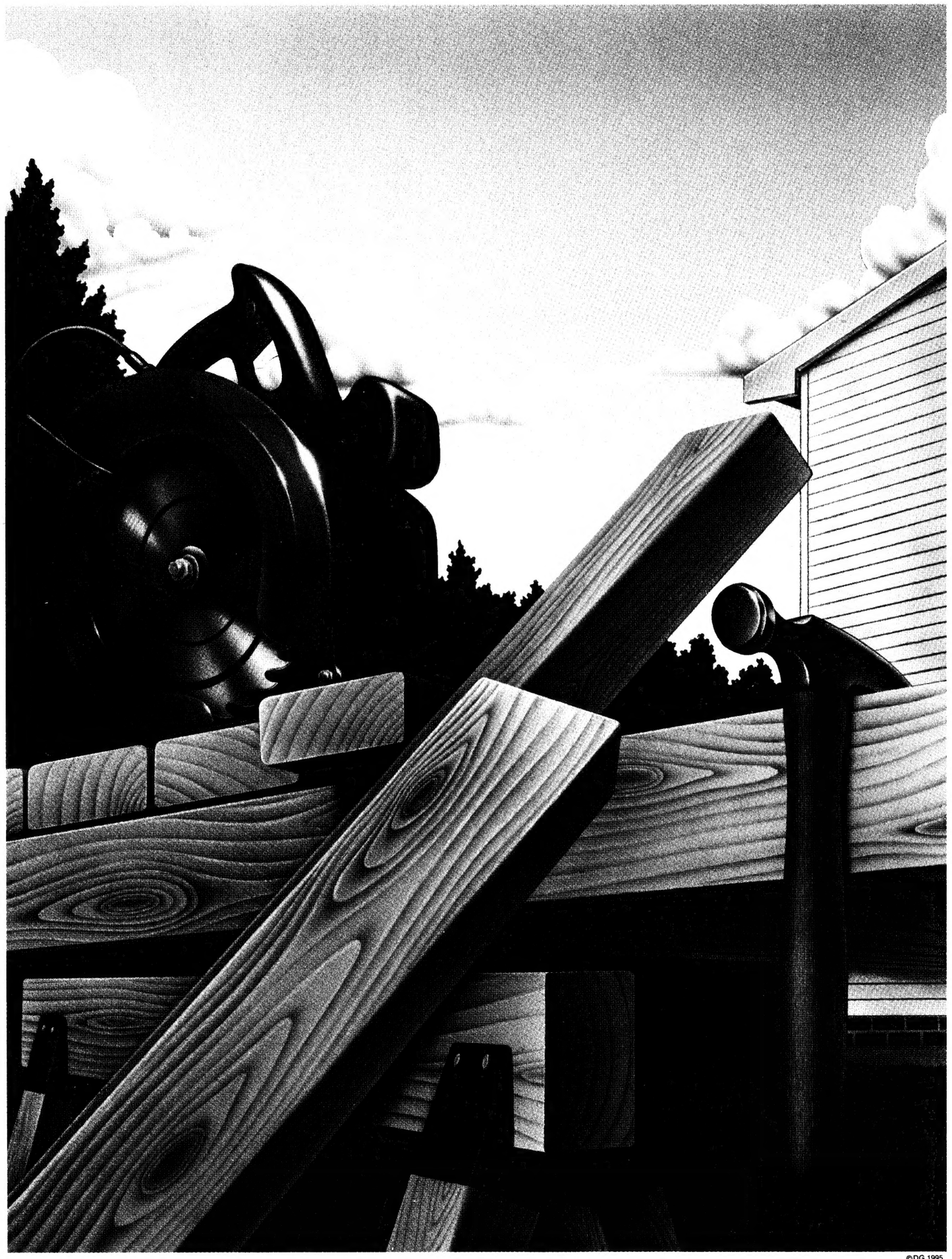
113REFLECTED

OPTOMETRIST

113F0395.TIF

Note: Numbers identify images for Electronic PMS subscribers.

Note: Numbers identify images for Electronic PMS subscribers.

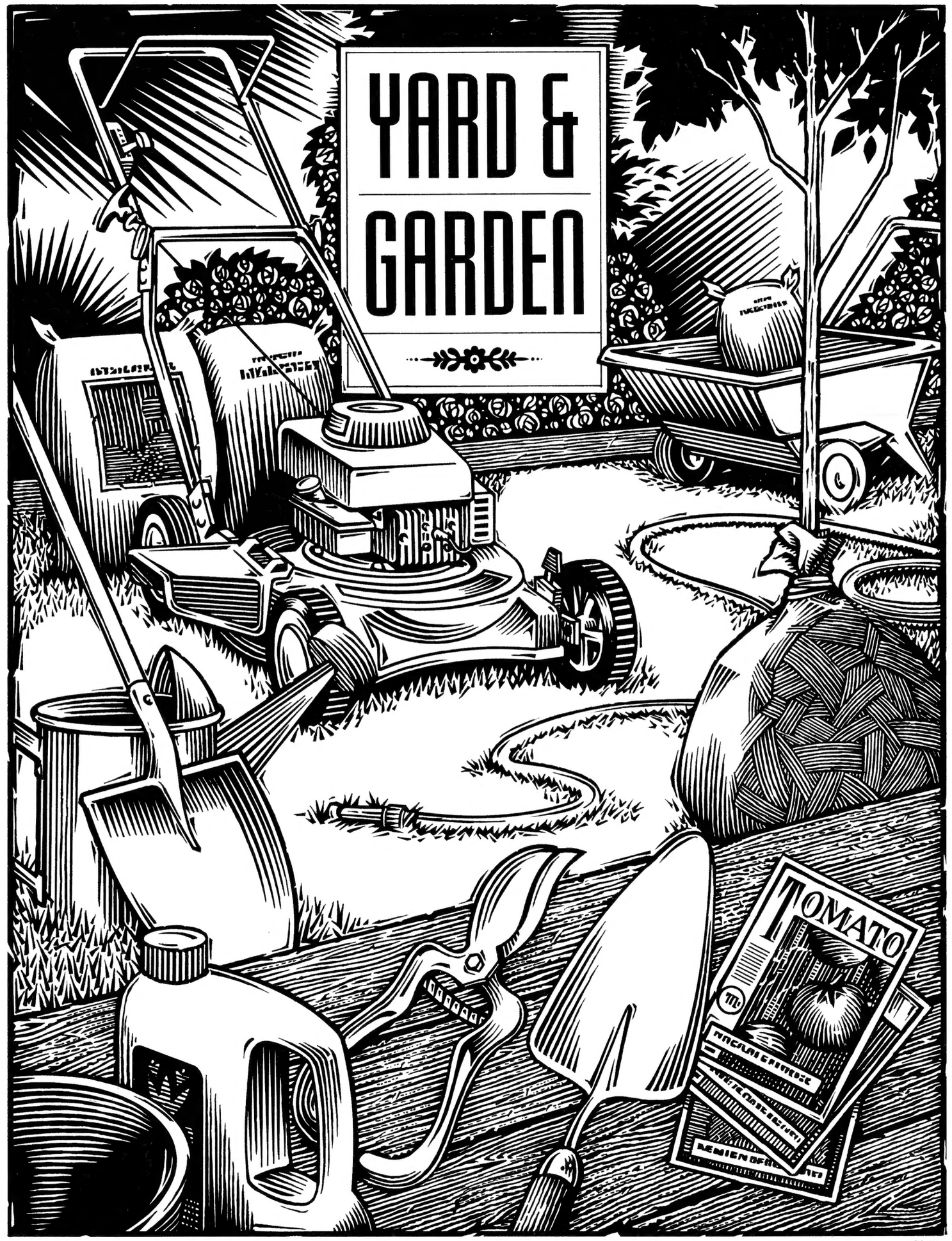


©DG 1995

001C0395.EPS (Color Separated, Large Format) 001C0395.TIF (Large Format)
002C0395.EPS (Color Separated, Small Format) 002C0395.TIF (Small Format)

©Dynamic Graphics, Inc. 1995, Peoria, Ill. Print Media Service® **March 1995, Page 26**

Shown below is the full color proof of the color separations appearing on pages 27 and 28.



©DG 1995

005T0395.TIF (Large Format) 006T0395.TIF (Small Format)

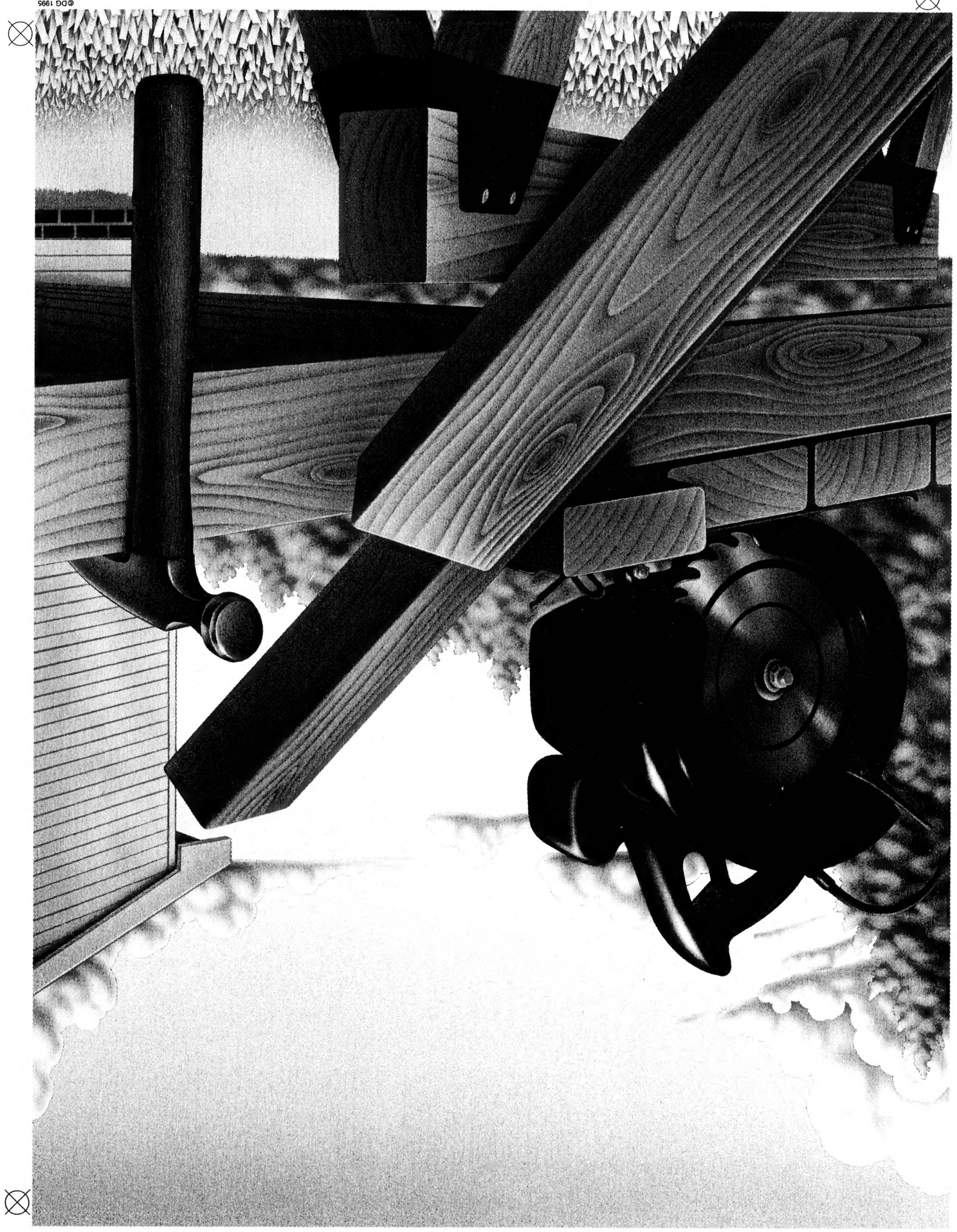
CD-ROM EPMS03/95

• YELLOW PLATE

©DG 1995

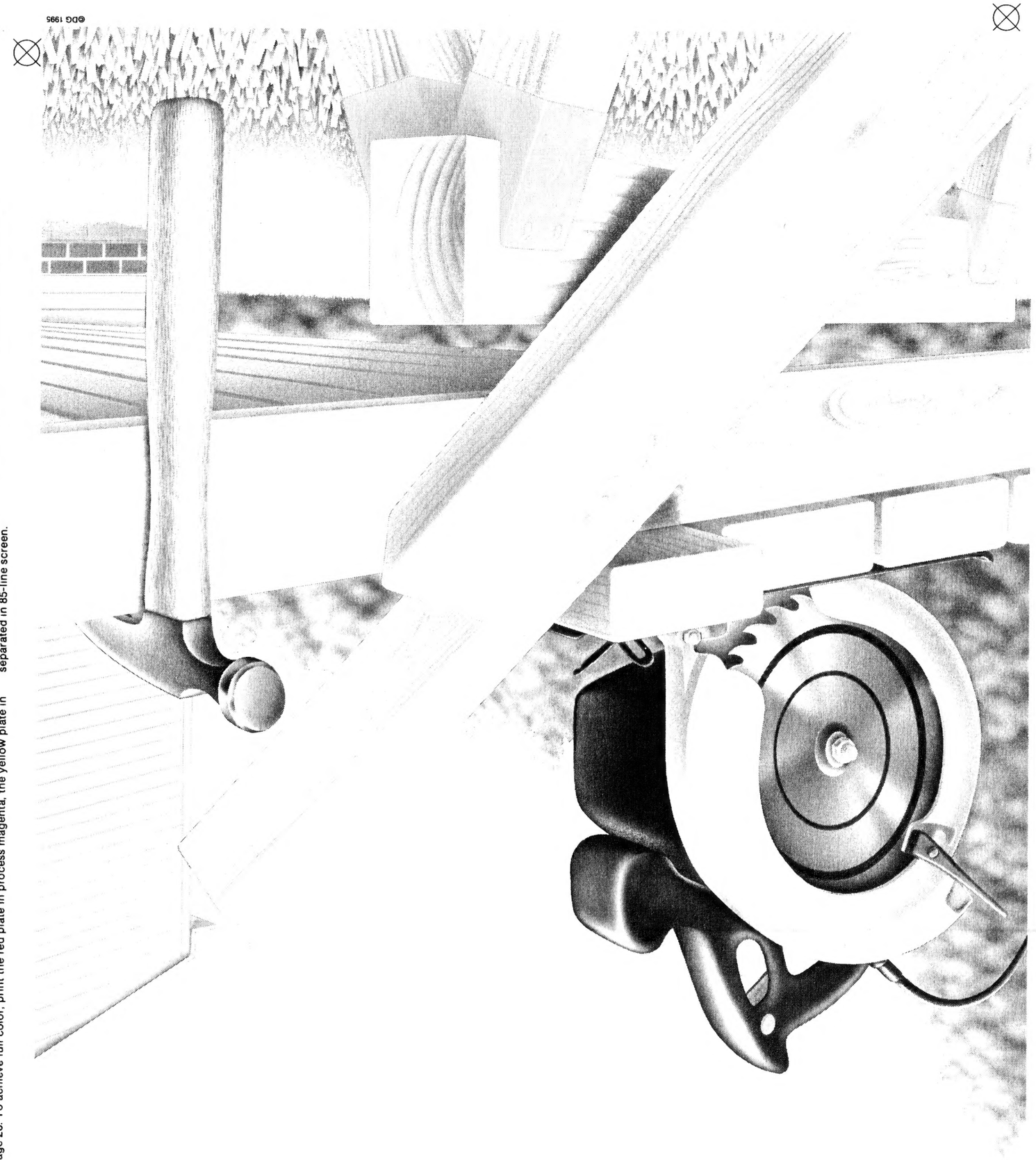
• RED PLATE

©DG 1995



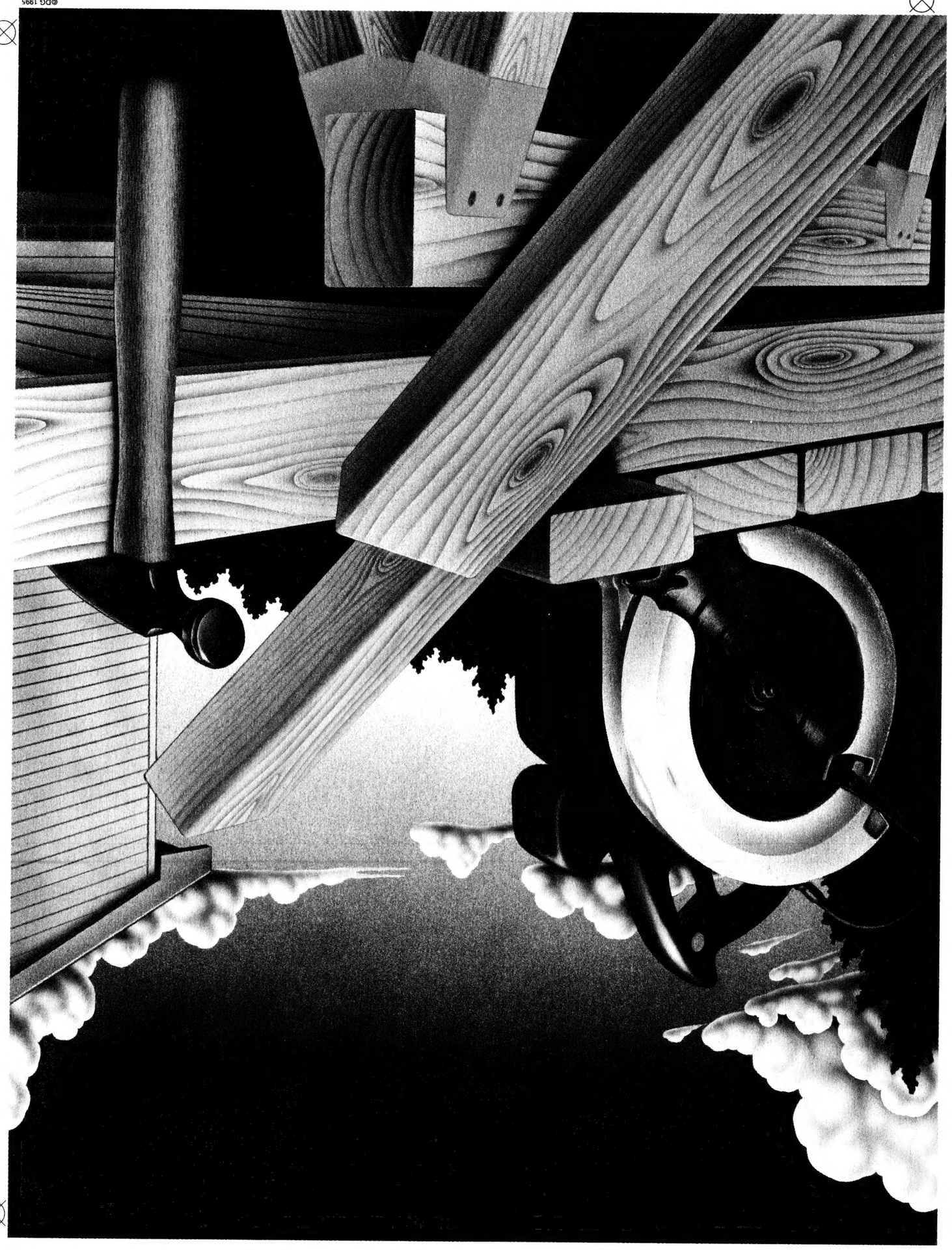
©Dynamic Graphics, Inc. 1995, Peoria, Ill. Print Media Service® **March 1995, Page 28**

• BLACK PLATE



This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• BLUE PLATE



• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ..... (MONTH) ..... (YEAR) ..... (PAGE NO.)

REMARKS .....

.....

.....

Signed .....

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include but is not limited to publication in *Tearsheet* magazine and other promotional material.